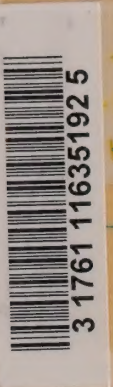
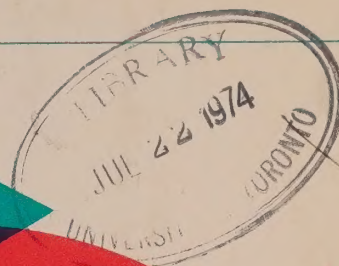


CANADIAN TRAVEL SURVEY, 1971

HIGHLIGHTS


CTS, 1971—RESEARCH BULLETIN NO. 1

TRAVEL INDUSTRY BRANCH
OFFICE OF TOURISM
DEPARTMENT OF INDUSTRY
TRADE AND COMMERCE
OTTAWA, CANADA



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CANADIAN TRAVEL SURVEY, 1971

HIGHLIGHTS

CTS, 1971 - RESEARCH BULLETIN NO. 1

ERRATA:

Page 23 -

Wherever the term "Person-trips" appears on this page, it should be replaced by the word "Trips".

TRAVEL INDUSTRY BRANCH
OFFICE OF TOURISM
DEPARTMENT OF INDUSTRY
TRADE AND COMMERCE
OTTAWA, CANADA

PREPARED AT THE DIRECTION
AND UNDER THE AUTHORITY OF
THE MINISTER OF INDUSTRY
TRADE AND COMMERCE
OTTAWA, CANADA 1972

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FOREWORD

Tourism is a growth industry. Indeed, it has been one of the fastest growing industries worldwide in the past decade. In 1961, there were 75 million international border crossings throughout the world as people travelled for business, pleasure or other personal reasons and spent \$7.3 billion in the process. In 1971 the International Union of Official Travel Organizations (IUOTO) at Geneva reported a total of 181 million international border crossings and travel spending of \$19.9 billion. This increase gives an annual growth rate of 10.0% in international travel expenditures compared with an 8.0% annual growth rate in total world exports.

Tourism in Canada is also a big business. The Canadian Travel Survey, 1971 reveals the full dimensions of domestic travel in Canada for the first time. During 1971, Canadians themselves made 116 million person-trips in their own country, spending \$2.5 billion for the purpose. Overall that same year 156 million person-trips took place in Canada, 25.0% of this number representing visitors from the United States and overseas countries. Canadians and foreign visitors together spent approximately \$3.8 billion on travel in Canada and in so doing supported over 380,000 Canadian jobs. This \$3.8 billion is equal to 5.2% of total personal income in Canada during 1971.

There are several changing socio-economic factors in Canada which will increase demand for travel activity in the coming years. Among these are changes in the age structure of the Canadian population, a rapid rate of urbanization, the increase in leisure time consequent on the reduction of the work-day, work-week, work-year and even work-life, the increase in per capita disposable income, the increase in ownership of complementary goods such as automobiles, the relative downward trend in transportation costs, etc.

Scope of the Present Report

The present report, going beyond the preliminary national totals announced in August by the Honourable Jean-Luc Pepin, presents the main

results of the Canadian Travel Survey, 1971. It reveals for the first time, comprehensive data on travel in Canada by Canadians, its volumes, patterns and value.

The report consists of three parts:

Part A, "National Travel Profiles", provides readers with a picture of national flows, not only in terms of the volumes of traffic and spending, but also in terms of the seasonal pattern of these flows. In addition it provides insights into the background of the travellers, their travel habits and socio-economic characteristics.

Part B, "Provincial Travel Profiles", presents similar data for each province enabling a comparison of provincial and national totals and averages.

Part C, "Appendices".

The Survey was undertaken under the authority of the Minister of Industry, Trade and Commerce. It was sponsored by the Department's Office of Tourism with major assistance from Statistics Canada, following the recommendations of the 1967 Federal-Provincial Conference on Tourism. Its purpose has been to provide a complete picture of when, where and how Canadians travel, and how much they spend on transportation, accommodation, food, entertainment and other services while travelling. Such information is considered essential by governments and the industry at large, to aid them in making increasingly important decisions with respect to the development of tourism in Canada.

"Piggyback" Information

Supplementary information was gathered with the Survey by "piggybacking" certain questions. The first of the "piggybacks", financed by nine provinces and the two territories produced important additional data on domestic trips of 25 miles to 99 miles from origin (for all provinces except for British Columbia, Newfoundland and Ontario) and on trip activities. This information has been provided to those who commis-

sioned it but will not be published until later. A further "piggyback" gathered information on the "life style" of travellers and on the "ownership and use" of recreation equipment; this should be especially valuable for marketing purposes. This also will be published later.

Toward a "Data Base"

The Survey data are regarded as a most significant input to the "data base" being constructed to serve a more efficient development of Canadian tourism.

Acknowledgements

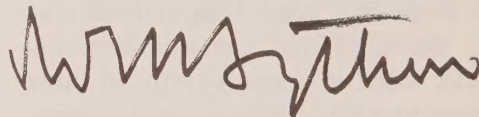
Acknowledgement is due to the very special contribution of Statistics Canada to the Canadian Travel Survey, 1971. The counsel and advice of Mr. L.G. Rowbottom, Assistant Chief Statistician of Canada has been most helpful. In addition to valuable senior consultation, Statistics Canada has brought professional expertise to the design and execution of the data gathering and data processing. Appreciation is expressed for the day-to-day support of the Statistics Canada "Canadian Travel Survey Team", especially Messrs. Ellis Drover, and Robert Chadwick, respectively Coordinator and Assistant Coordinator of Provincial Liaison and Consultative Services; and Mr. P.F. Timmons, Chief, Travel Surveys Section, Special Survey Development Staff.

Acknowledgement is also due to members of the Travel Research Planning Committee of the Federal-Provincial Conference on Tourism and its Technical Sub-Committee, who contributed meaningfully to the final design of the Survey, and to various other collaborators, from provincial tourism administrations and from the private sector including the Travel Industry Association of Canada who have long pointed to the need for the survey and who encouraged its implementation.

Within the Office of Tourism, the project benefitted from the collaboration of colleagues in the Canadian Government Travel Bureau. The Project Team responsible for general direc-

tion, analysis and publication had as project coordinator, Mr. Peter Chau; contributing to analysis and preparation, Mr. Georges Mailhot and Dr. J. Sharma. Messrs. J. Glaab, of the Travel Bureau and Emile Meilleur of Travel Industry Branch have piloted the important production requirements.

A wide distribution of this report (in both English and French) will be made amongst federal and provincial government departments concerned with tourism and amongst associations and industry organizations involved with tourism. In-depth analysis of the survey data is being prepared for distribution in 1973.



D.C. Bythell,
Director,
Travel Industry Branch,
Office of Tourism.

Ottawa, Canada,
October 1972.

CANADA

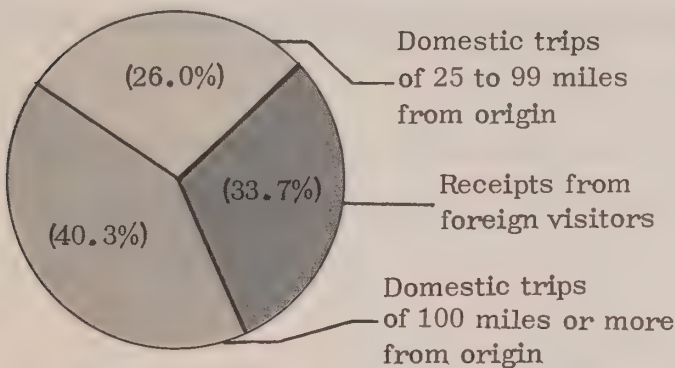
PART 'A'

National Travel Profiles



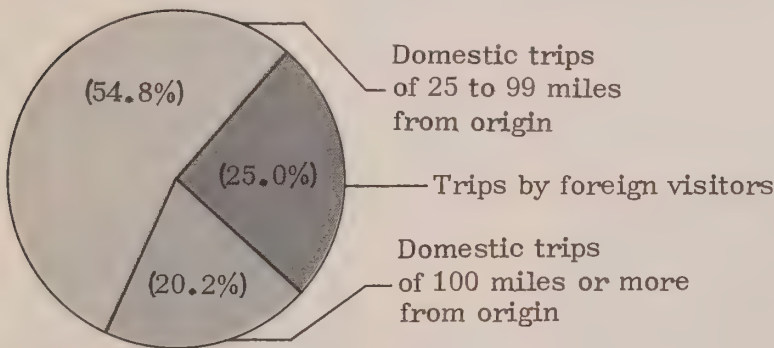
CANADA

Area	3,851,809 square miles
Population	21,569,000
Total personal income	\$73,447 million
Personal income per capita	\$3,405
Gross National Product	\$93,094 million
Gross National Product per capita	\$4,316



TOURISM RECEIPTS¹

= \$3,807,106,000.



PERSON-TRIPS²

= 156,000,000.

Tourism receipts as a percentage of Gross National Product	4.1%
Tourism receipts as a percentage of total personal income	5.2%

1 Includes receipts from all domestic trips of 25 miles or more from origin undertaken by Canadians plus receipts from foreign visitors to Canada. Domestic receipts are derived from the Canadian Travel Survey, 1971; the figure for foreign receipts is obtained from Statistics Canada publication 66-201.

2 Figures for domestic trips by Canadians are from the Canadian Travel Survey, 1971; those for foreign visitors to Canada are from Statistics Canada publication 66-201.

CANADA

The following diagrams demonstrate how each province's total tourism receipts from travel in Canada by Canadians, is distributed between trips of 25 to 99 miles from origin and trips of 100 miles or more. It should be recalled at this point that the main body of the Canadian Travel Survey, 1971 covered domestic trips of 100 miles or more from origin, while information on trips of 25 to 99 miles was obtained, for

provinces wishing to avail themselves of the opportunity, by supplementary questions "Piggybacked" at cost onto the survey by those provinces. It was thus necessary to estimate the magnitude of 25-to-99-mile trips for those provinces for which that information was not collected (Ontario, British Columbia, and Newfoundland). The method for estimating is discussed in the Appendix.

TOTAL DOMESTIC RECEIPTS FROM TRAVEL BY CANADIANS

Trips of 100
miles or more
from origin

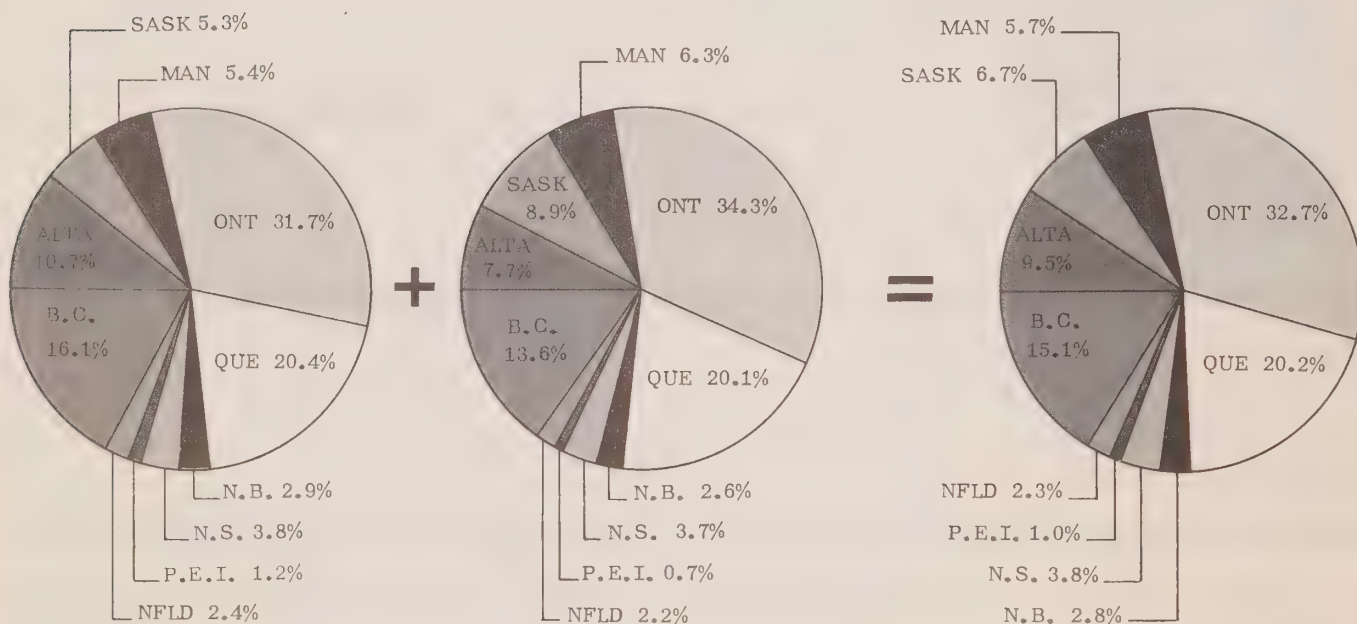
+

Trips of 25 to
99 miles
from origin

=

Trips of 25
miles or more
from origin

$$(\$1,535,000,000 + \$989,000,000 = \$2,524,000,000)$$



CANADA

THE REMAINDER OF THE SECTION ON CANADA RELATES TO DOMESTIC TRIPS
OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates exclusively to domestic trips of 100 miles or more from origin, undertaken by Canadians. As shown in the graph on page 9, these trips account for 40% of the total tourism receipts in Canada, and 20% of total person-trips. Domestic trips of 25 to 99 miles undertaken by Canadians, as well as all trips by foreign visitors to

Canada, are therefore excluded from the remainder of this section. Due to an extremely low response rate, results for domestic travel by residents of the Yukon and Northwest Territories are omitted. Total travel receipts for Canada, however, include the expenditures incurred by provincial residents who travelled to the Territories.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

By residents of:	Expenditures			Length of trip (in nights)	Party size (in persons)	Number of trips per household
	Per trip ¹	Per traveller	Per person-night			
Canada	\$77.90	\$42.20	\$10.80	3.9	1.8	3.0
Newfoundland	\$90.70	\$53.30	\$10.10	5.4	1.7	3.3
Prince Edward Island	\$156.90	\$82.00	\$12.40	6.6	1.9	2.1
Nova Scotia	\$65.10	\$35.00	\$8.40	4.2	1.9	3.6
New Brunswick	\$65.60	\$40.70	\$11.00	3.7	1.6	3.4
Quebec	\$64.20	\$36.70	\$11.20	3.3	1.7	2.7
Ontario	\$82.70	\$43.10	\$10.80	4.0	1.9	2.7
Manitoba	\$73.70	\$38.80	\$10.40	3.7	1.9	3.8
Saskatchewan	\$66.90	\$33.20	\$10.20	3.3	2.0	4.4
Alberta	\$70.20	\$38.40	\$10.80	3.6	1.8	4.5
British Columbia	\$129.80	\$70.60	\$12.40	5.7	1.8	2.4

¹ Comprises all expenditures including transportation, preparation costs incurred before the trip, and expenditures while travelling.

CANADA

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for each province, for each province, for domestic trips of 100 miles or more from origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation¹, as these could not be identified as flows.

The first column of figures shows the inflow of expenditures to each province incurred by residents of the other provinces. The second column shows the outflow of expenditures of the residents of each province incurred in travel to

the other provinces. The third column gives the expenditures of the residents of each province on travel within their own province. The fourth and final column shows the net position of each province on inter-provincial flows of travel expenditures. The figures in this column are derived by subtracting "Outflow" from "Inflow".

The table is followed by a series of graphs which give additional information on expenditure flows in Canada.

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES FOR EACH PROVINCE

	Inflow	Outflow	Internal	Net Flow
Newfoundland	\$5,915,000	\$6,251,000	\$19,385,000	-\$336,000
Prince Edward Island	\$12,543,000	\$7,065,000	\$689,000	\$5,478,000
Nova Scotia	\$22,229,000	\$14,786,000	\$19,816,000	\$7,443,000
New Brunswick	\$15,628,000	\$15,633,000	\$13,014,000	-\$5,000
Quebec	\$54,491,000	\$51,005,000	\$166,215,000	\$3,486,000
Ontario	\$58,564,000	\$113,077,000	\$216,032,000	-\$54,513,000
Manitoba	\$29,099,000	\$21,534,000	\$25,523,000	\$7,565,000
Saskatchewan	\$21,600,000	\$35,656,000	\$38,604,000	-\$14,056,000
Alberta	\$55,765,000	\$37,104,000	\$66,691,000	\$18,661,000
British Columbia	\$60,328,000	\$34,051,000	\$90,155,000	\$26,277,000

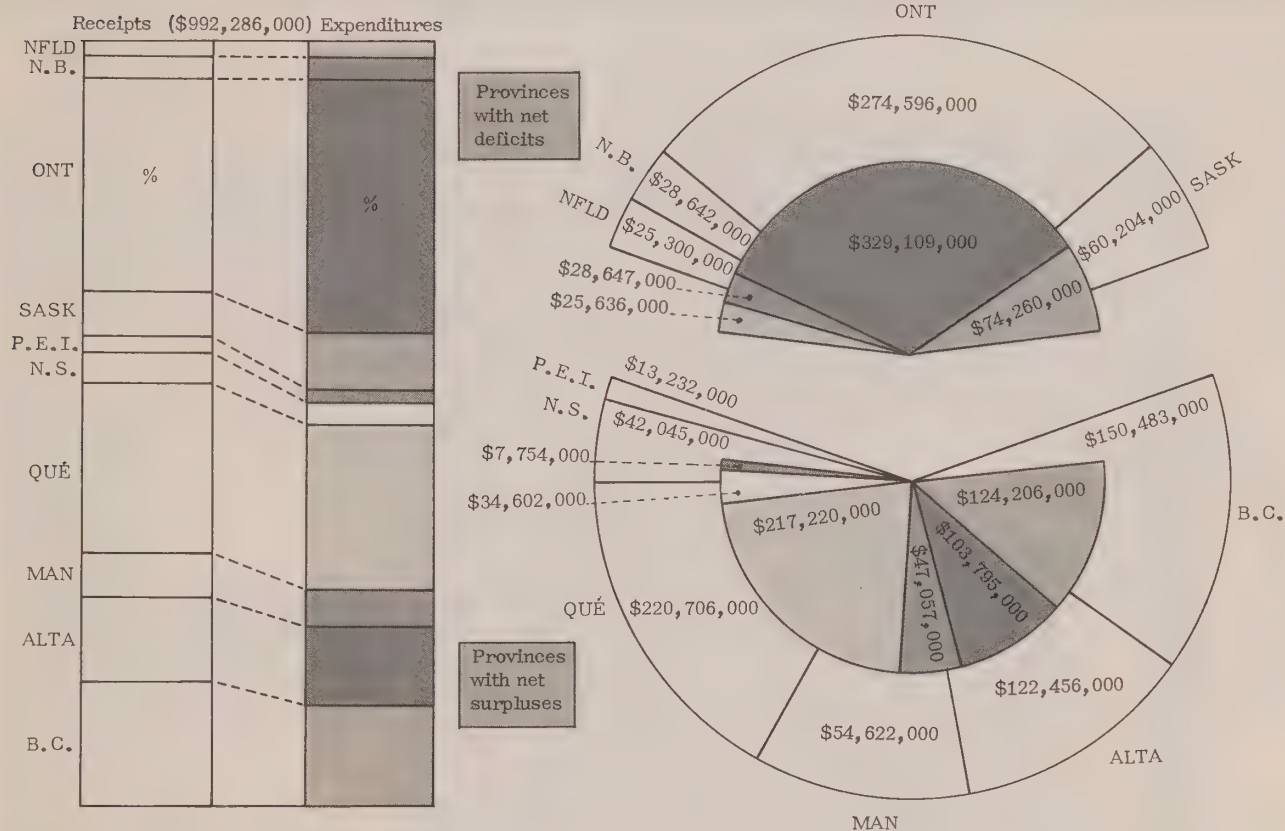
¹ See the appendix for an account of the methodology and assumptions used to distribute automobile transportation expenditures by stop location.

CANADA

The following diagram shows the receipts and expenditures (excluding preparation and non-automobile transportation) by provinces divided according to their overall distribution and according to "Net deficit" and "Net surplus" provinces.

In the circle graphs, it is the angle of the segments rather than their area which determines relative size.

DISTRIBUTION OF RECEIPTS AND EXPENDITURES BY PROVINCE
(EXCLUDING PREPARATION AND NON-AUTOMOBILE TRANSPORTATION)

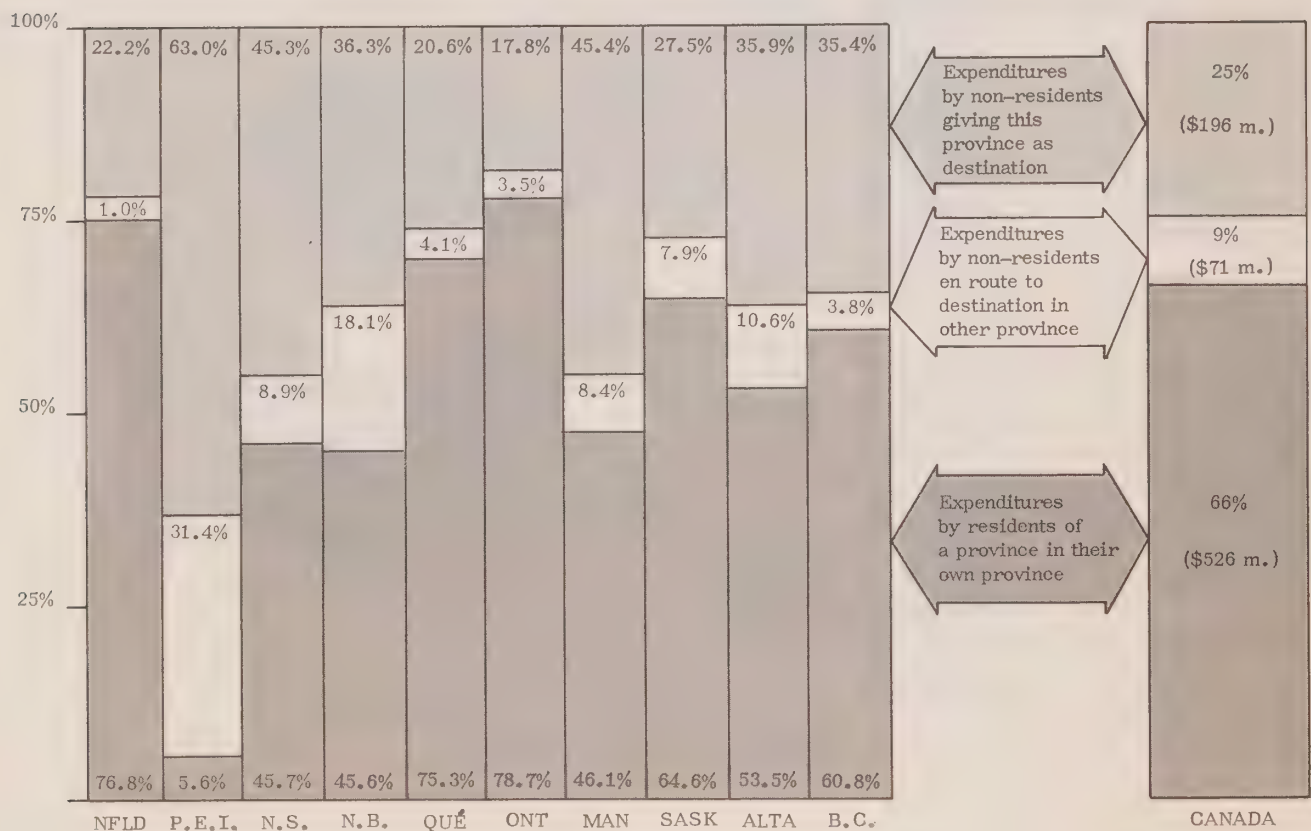


CANADA

The following graph shows how the receipts of each province (excluding preparation and transportation expenditures) are distributed among: residents spending within their own province, and non-residents stopping over while on their way to another province, or coming to the province as a destination.

Note that in several provinces, it is the expenditures of residents rather than non-residents which provides the bulk of receipts.

DISTRIBUTION OF PROVINCIAL TRAVEL RECEIPTS
(EXCLUDING TRANSPORTATION AND PREPARATION EXPENDITURES)



CANADA

The Canadian Travel Survey, 1971 shows the following general tendencies for travel flows between metropolitan and non-metropolitan areas: In intra-provincial travel, flows tend towards

non-metropolitan areas, and in interprovincial travel, flows tend to occur between areas of the same type (metropolitan to metropolitan, non-metropolitan to non-metropolitan).

The following diagram illustrates the net flows of expenditures (excluding preparation and non-automobile transportation) between provinces. Net flows = Inflows - Outflows. Note that six

provinces have net surpluses for this type of expenditure on interprovincial trips of 100 miles or more from origin during 1971.

NET FLOWS FOR INTERPROVINCIAL EXPENDITURES

(EXCLUDING PREPARATION AND NON-AUTOMOBILE TRANSPORTATION)



CANADA

2. PERSON-TRIPS¹

The following table gives the inflow, outflow, internal flows, and net interprovincial flows of person-trips for domestic trips of 100 miles or more undertaken by Canadians. The first column of figures shows the inflow into the province. The second column gives the outflow of

the residents of that province. The third column shows the internal movement of residents travelling within their own province. The last column gives the difference between the inflow and outflow of person-trips.

INFLOW, OUTFLOW AND INTERNAL MOVEMENTS IN PERSON-TRIPS FOR EACH PROVINCE

	Inflow	Outflow	Internal	Net flow
Newfoundland	78,300	71,400	551,700	6,900
Prince Edward Island	206,700	107,800	22,100	98,900
Nova Scotia	455,900	258,900	1,068,300	197,000
New Brunswick	320,800	390,700	560,500	-69,900
Quebec	940,300	1,142,100	6,388,500	-201,800
Ontario	1,258,500	1,526,200	9,020,000	-267,700
Manitoba	504,700	414,100	1,293,200	90,600
Saskatchewan	474,100	669,400	2,003,400	-195,300
Alberta	844,300	700,200	2,648,100	144,100
British Columbia	732,800	535,600	2,009,100	197,200

¹ The meaning of "Person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitutes one trip, but two person-trips."

CANADA

2. CHARACTERISTICS

This section on "Characteristics" comprises two sub-sections: one on the characteristics of

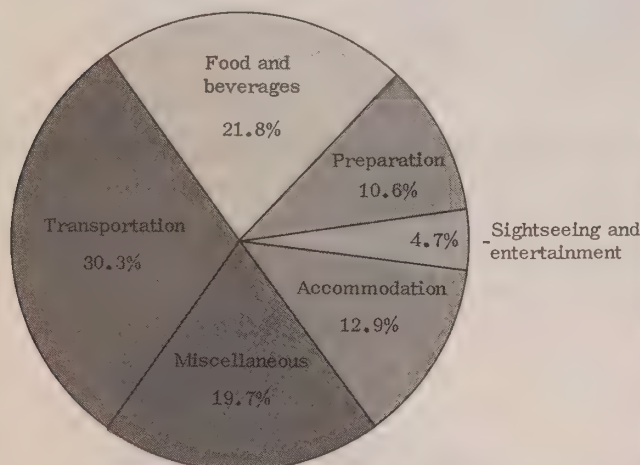
travel in Canada; the other on the characteristics of travellers.

1. SOME CHARACTERISTICS OF TRAVEL IN CANADA

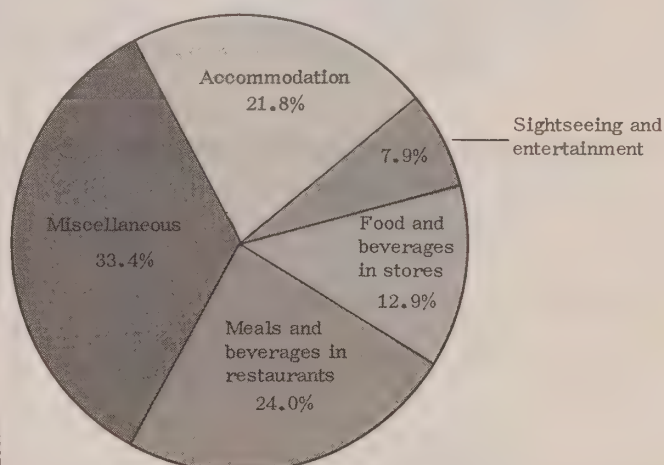
The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the

section of each province. It should be noted that when the term "Total" is used, it refers only to domestic trips of 100 miles or more.

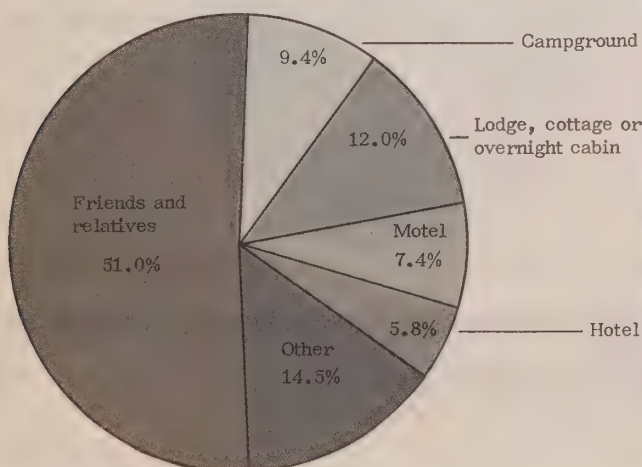
DISTRIBUTION, BY TYPE, OF TOTAL EXPENDITURES
BY CANADIANS
(\$1,309,181,000)



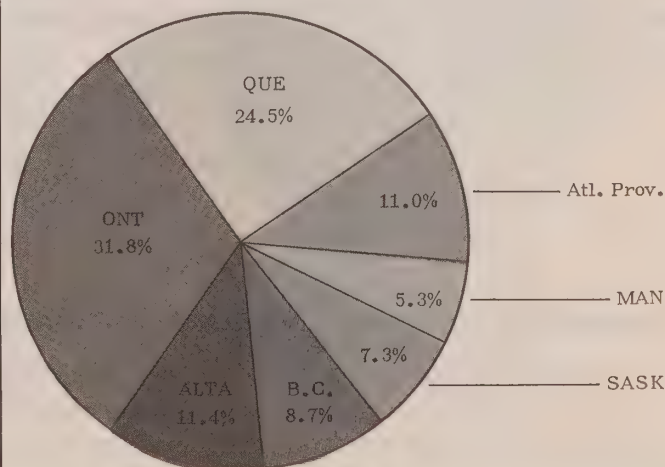
DISTRIBUTION OF EXPENDITURES EXCLUDING PREPARATION
AND TRANSPORTATION
(\$774,254,000)



TOTAL PERSON-NIGHTS IN CANADA BY TYPE OF
ACCOMMODATION
(121,124,000 person-nights)

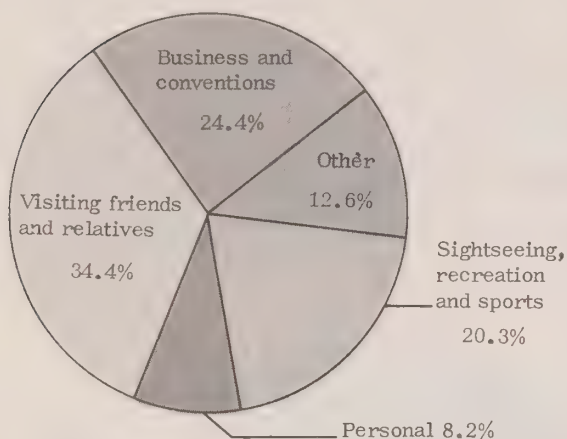


TOTAL TRIPS BY DESTINATION
(17,003,000 trips)

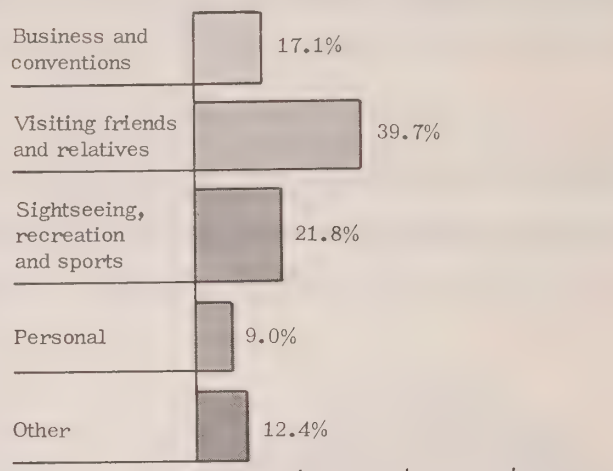


CANADA

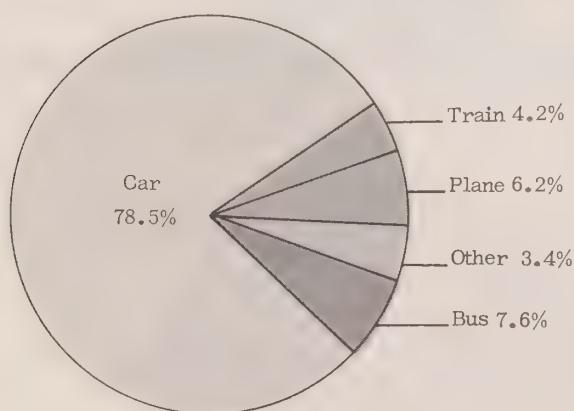
TOTAL TRIPS
BY PURPOSE
(17,003,000 trips)



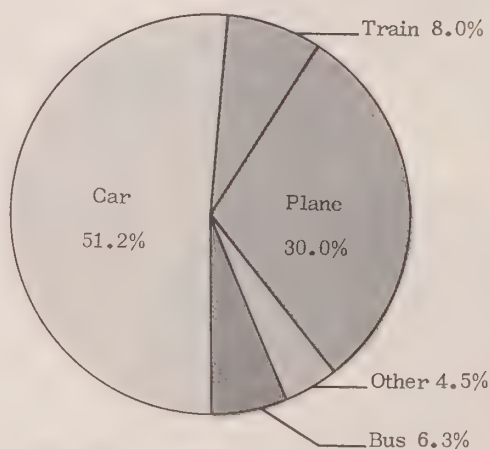
TOTAL PERSON-TRIPS
BY PURPOSE ¹
(31,407,000 person-trips)



TOTAL TRIPS BY MODE
OF TRANSPORTATION
(17,003,000 trips)



TOTAL TRANSPORTATION
EXPENDITURES BY MODE
(\$396,167,000)



¹ Note that this graph does not correspond to the one found in this position in the provinces' sections. The latter is entitled "Total trips to

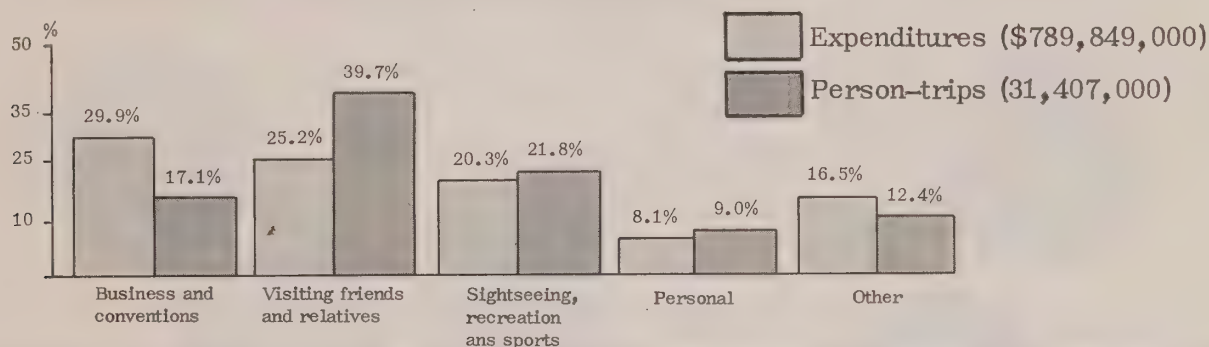
this province by purpose" which, of course, does not pertain to the section on Canada.

CANADA

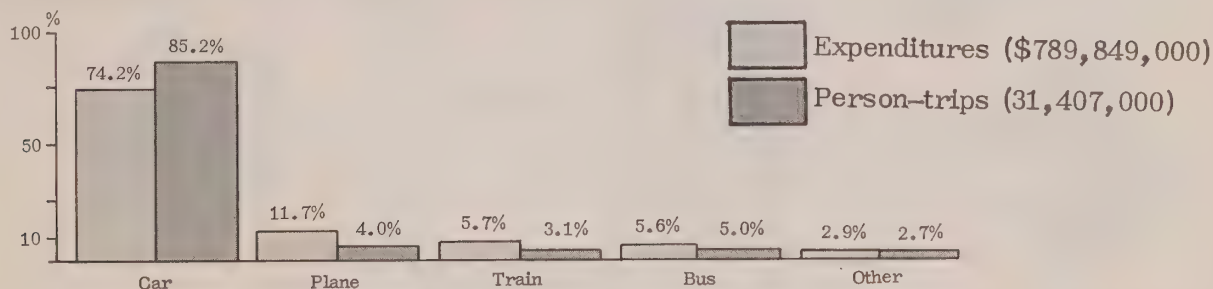
The information in the preceding graphs is supplemented by the following three graphs which illustrate how expenditures other than for preparation and transportation were distributed by purpose of trip, by mode of transportation and by type of accommodation.

The distribution of expenditures is compared, in each case, with an indication of the level of utilization in terms of person-trips or person-nights.

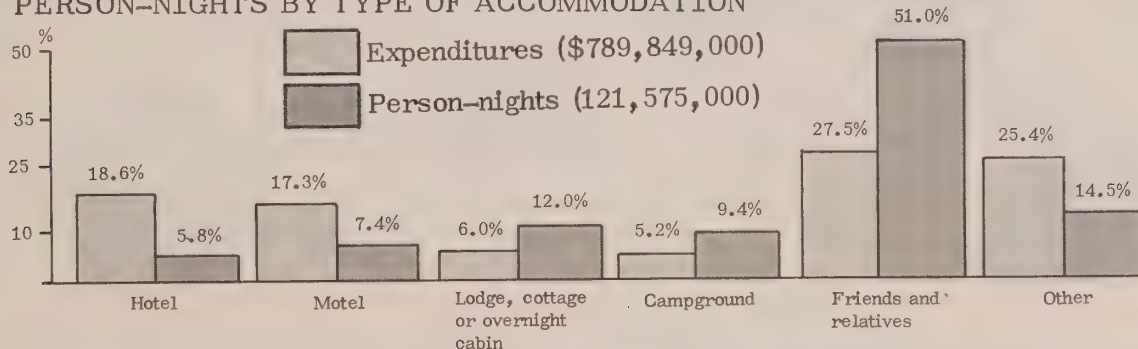
DISTRIBUTION OF EXPENDITURES (EXCLUDING PREPARATION AND TRANSPORTATION) AND PERSON-TRIPS BY MAIN PURPOSE OF TRIP



DISTRIBUTION OF EXPENDITURES (EXCLUDING PREPARATION AND TRANSPORTATION) AND PERSON-TRIPS BY MAIN MODE OF TRANSPORTATION



DISTRIBUTION OF EXPENDITURES (EXCLUDING PREPARATION AND TRANSPORTATION) AND PERSON-NIGHTS BY TYPE OF ACCOMMODATION

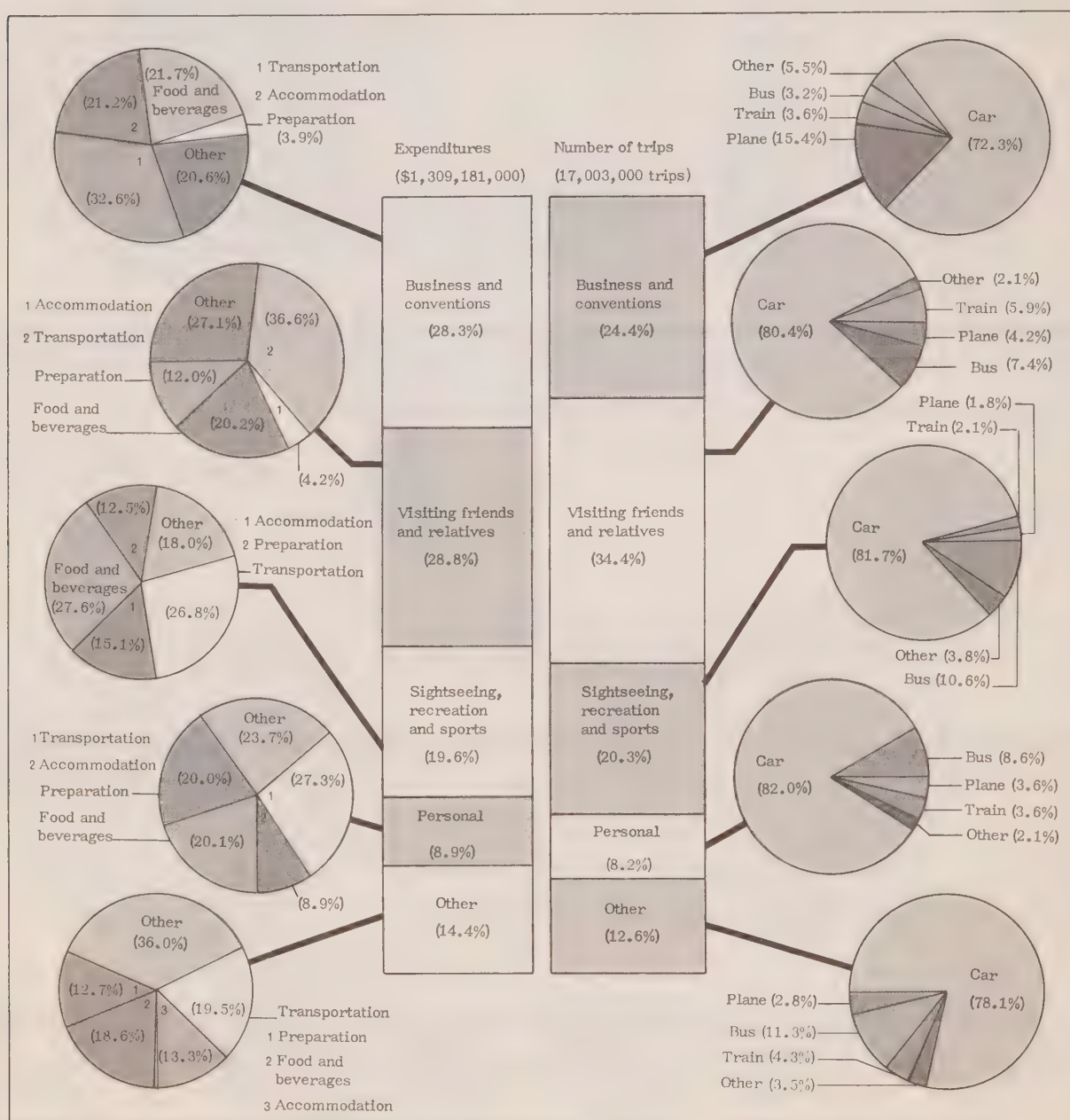


CANADA

The following diagram illustrates how travellers, travelling for different purposes, distribute their total expenditures, including prepara-

tion and transportation, and what mode of transportation they employ for their different purposes.

DISTRIBUTION OF TOTAL EXPENDITURES BY PURPOSE OF TRIP AND TYPE OF EXPENDITURE, AND OF THE NUMBER OF TRIPS BY PURPOSE OF TRIP AND MODE OF TRANSPORTATION



CANADA

2. SOCIO-ECONOMIC CHARACTERISTICS OF CANADIAN TRAVELLERS

The following tables show person-trips, trips and expenditures for domestic trips of 100 miles or more from origin distributed according to

several socio-economic characteristics of the travellers. A second body of information gives averages pertaining to those characteristics.

	PERCENTAGE DISTRIBUTION			AVERAGE		
	Person-trips	Trips	Expenditures	Expenditure per trip	Expenditure per person-trip	Party-size (in persons)
HOUSEHOLD INCOME LEVEL						
Under \$6,000	22.5%	24.4%	18.9%	\$60.40	\$35.24	1.7
\$6,000 – \$8,999	26.9%	24.9%	23.3%	\$72.60	\$36.30	2.0
\$9,000 – \$11,999	23.1%	22.3%	24.6%	\$85.72	\$44.65	1.9
\$12,000 – \$14,999	11.9%	11.7%	12.3%	\$81.04	\$43.31	1.9
\$15,000 and over	15.6%	16.7%	20.9%	\$96.96	\$55.85	1.7
TRAVELLING GROUP						
Man and wife	20.3%	18.7%	23.0%	\$95.57	\$47.78	2.0
Man, wife, child(ren)	37.4%	17.0%	21.0%	\$95.93	\$23.63	4.1
Married but alone	14.7%	27.1%	27.1%	\$78.21	\$78.21	1.0
Single and alone	15.4%	28.5%	21.4%	\$58.39	\$58.39	1.0
Other groupings	12.2%	8.7%	7.5%	\$67.59	\$25.95	2.6
DURATION OF TRIP						
0 nights	23.3%	24.0%	10.5%	\$34.20	\$19.07	1.8
1 night	17.5%	16.7%	9.6%	\$44.82	\$23.20	1.9
2 nights	21.3%	20.2%	13.7%	\$53.21	\$27.28	2.0
3 nights	10.7%	10.5%	9.9%	\$73.44	\$38.85	1.9
4 to 6 nights	12.8%	14.8%	18.5%	\$97.41	\$61.02	1.6
7 or more nights	14.4%	13.8%	37.8%	\$211.96	\$110.27	1.9

CANADA

The following socio-economic characteristics apply to the head of the household. These distributions will be compared with 1971 census data when the latter becomes available.

	PERCENTAGE DISTRIBUTION			AVERAGE		
	Person-trips	Trips	Expenditures	Expenditure per trip	Expenditure per person-trip	Party-size (in persons)
OCCUPATION						
Managerial	13.9%	13.4%	16.9%	\$98.20	\$51.40	1.9
Professional and technical	20.0%	19.7%	21.6%	\$85.70	\$45.70	1.9
Clerk and sales	12.2%	12.2%	11.5%	\$73.00	\$39.90	1.8
Service and recreation	4.2%	4.3%	4.0%	\$71.90	\$40.40	1.8
Transportation and communication	5.1%	4.4%	4.3%	\$75.80	\$36.10	2.1
Farmers, loggers, fishermen and miners	12.2%	12.1%	10.7%	\$68.60	\$36.60	1.9
Craftsmen and labourers	17.1%	15.8%	15.1%	\$74.40	\$37.10	2.0
Retired, students and housewives	7.2%	8.0%	8.6%	\$71.60	\$42.40	1.7
Other	8.1%	10.1%	7.3%	\$66.80	\$44.70	1.5
EDUCATION						
Elementary	51.8%	51.6%	46.0%	\$69.40	\$37.40	1.9
Secondary	15.1%	15.2%	15.6%	\$79.70	\$43.50	1.8
Vocational	10.1%	10.2%	10.6%	\$81.10	\$44.10	1.8
University (partial)	8.1%	7.8%	9.6%	\$96.10	\$49.80	1.9
University (completed)	14.9%	15.2%	18.2%	\$93.50	\$51.80	1.8

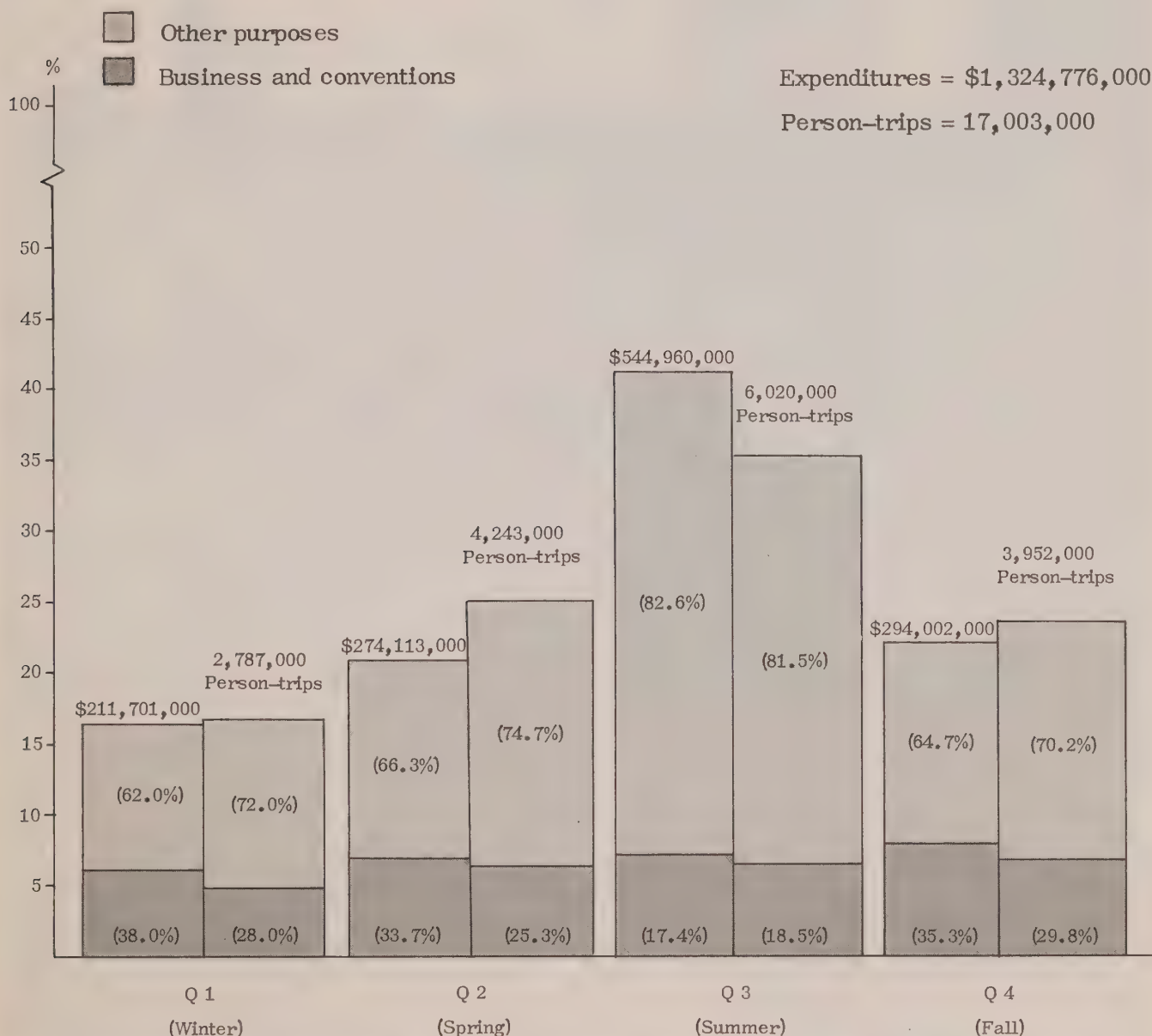
CANADA

3. SEASONALITY

Canada's climate, coupled with several attendant institutional characteristics (e.g. the lumping of annual leave into the summer months), have made seasonality a perennial problem of

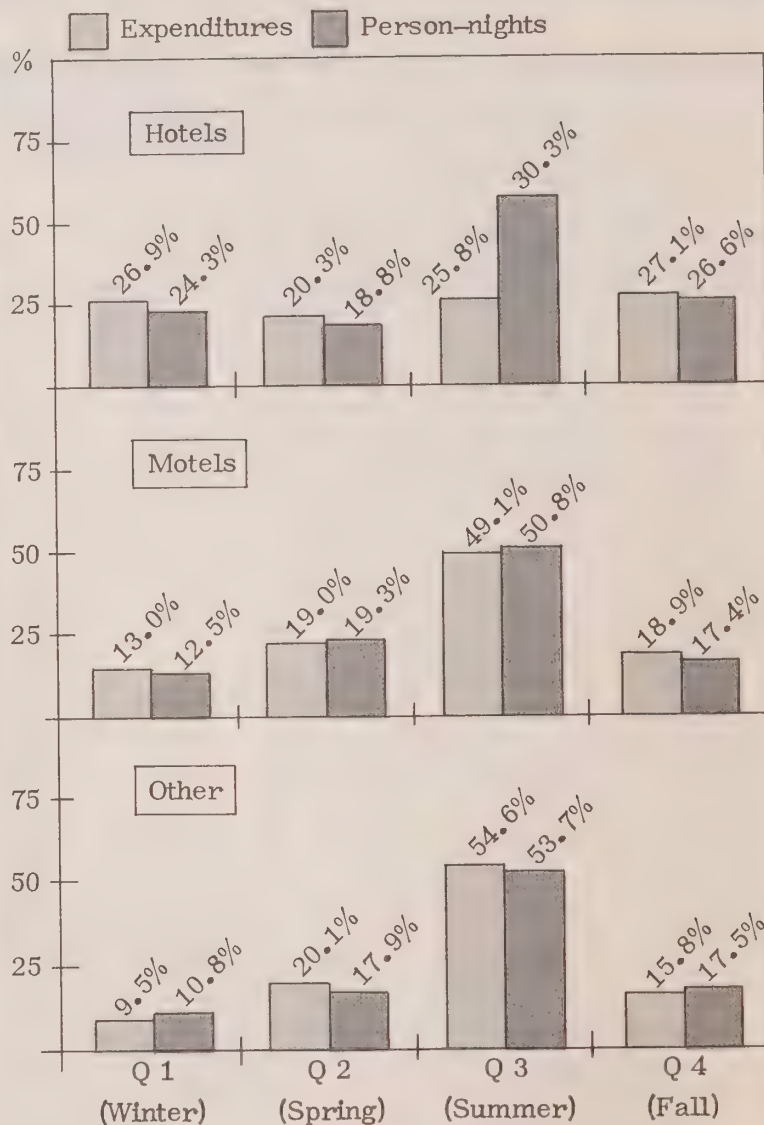
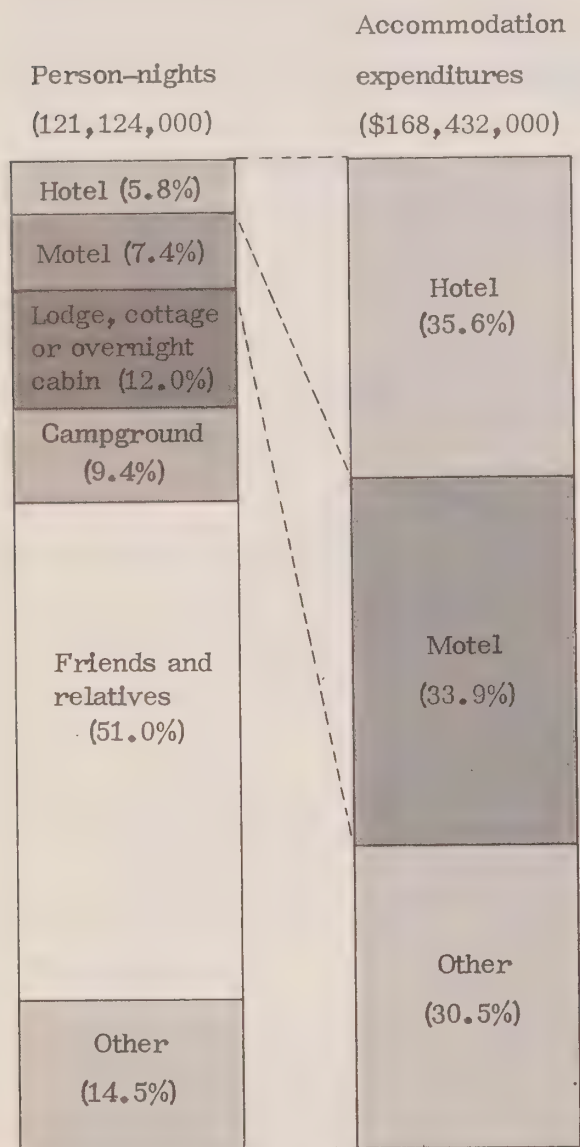
the travel industry. The following graphs provide measures to gauge the nature of the problem relative to trips of 100 miles or more from origin.

SEASONAL DISTRIBUTION OF TOTAL EXPENDITURES AND PERSON-TRIPS
BY PURPOSE OF TRIP



CANADA

SEASONAL DISTRIBUTION OF PERSON-NIGHTS AND ACCOMMODATION EXPENDITURES BY TYPE OF ACCOMMODATION



PART 'B'

Provincial Travel Profiles



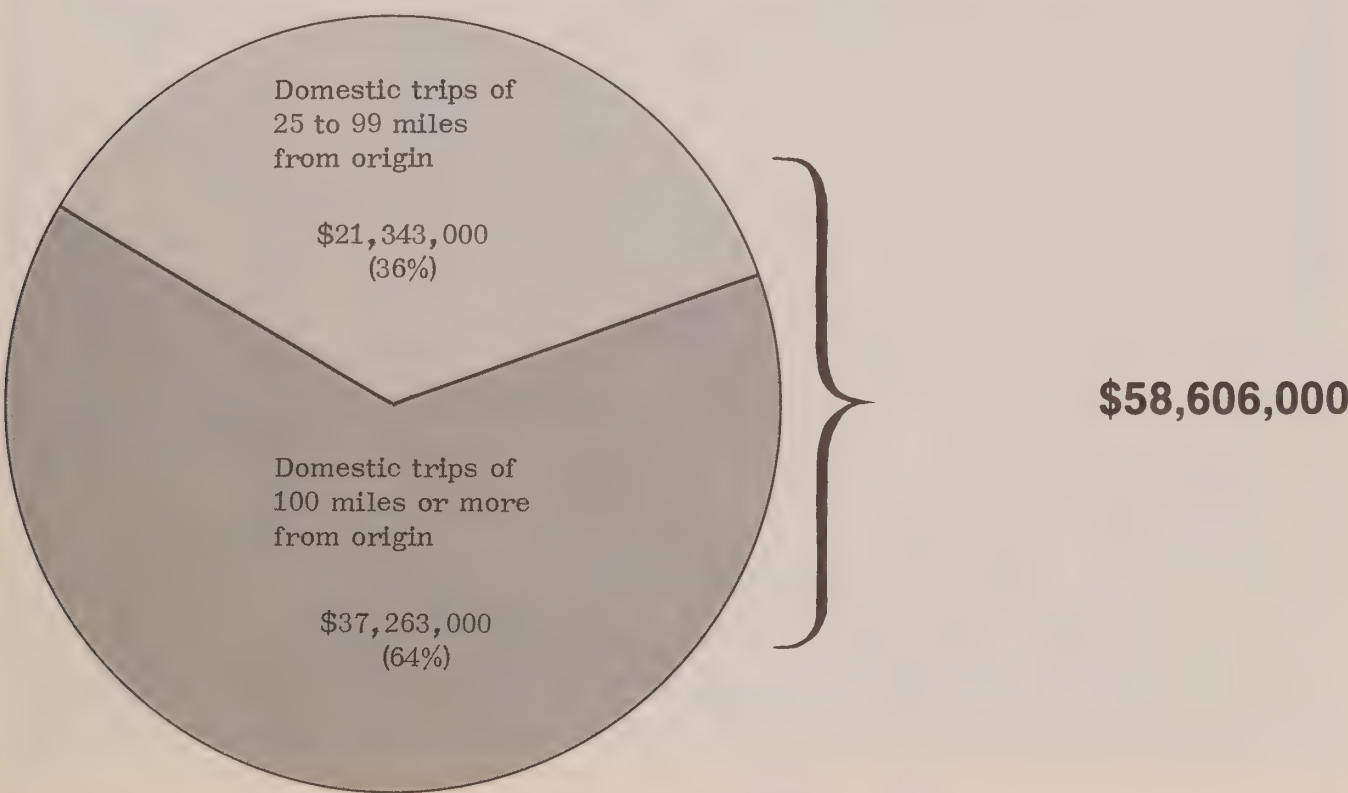
NEWFOUNDLAND

Area	156,185 square miles
Population	522,000
Total personal income	\$1,154 million
Total personal income in the province as a percentage of the total in Canada	1.6%
Personal income per capita in the province	\$2,211
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



NEWFOUNDLAND

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

64% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$90.70	\$77.90
Total expenditures per traveller	\$54.30	\$42.20
Total expenditures per person-night	\$10.10	\$10.90
Transportation expenditures per trip	\$27.50	\$23.30
Transportation expenditures per traveller	\$16.50	\$12.60
Preparation expenditures per trip	\$ 8.90	\$ 8.20
Preparation expenditures per traveller	\$ 5.30	\$ 4.40
Other expenditures per trip	\$54.30	\$46.40
Other expenditures per traveller	\$32.50	\$25.20
Length of trip (in nights)	5.4	3.9
Party size per trip (in persons)	1.7	1.8

NEWFOUNDLAND

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Newfoundland from:	Expenditures by Newfoundland in:	Net position of Newfoundland with:
Newfoundland	\$19,385,000	\$19,385,000	
Prince Edward Island	\$136,000 ** ¹	\$159,000 **	-\$23,000
Nova Scotia	\$2,150,000	\$2,489,000	-\$339,000
New Brunswick	\$227,000 **	\$144,000 *	\$83,000
Quebec	\$1,913,000 **	\$907,000	\$1,006,000
Ontario	\$1,475,000	\$2,465,000	-\$990,000
Manitoba	—	\$87,000 **	-\$87,000
Saskatchewan	—	—	—
Alberta	—	—	—
British Columbia	\$14,000 **	—	\$14,000
Rest of Canada excluding Newfoundland and the Territories	\$5,915,000	\$6,251,000	-\$336,000

¹One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

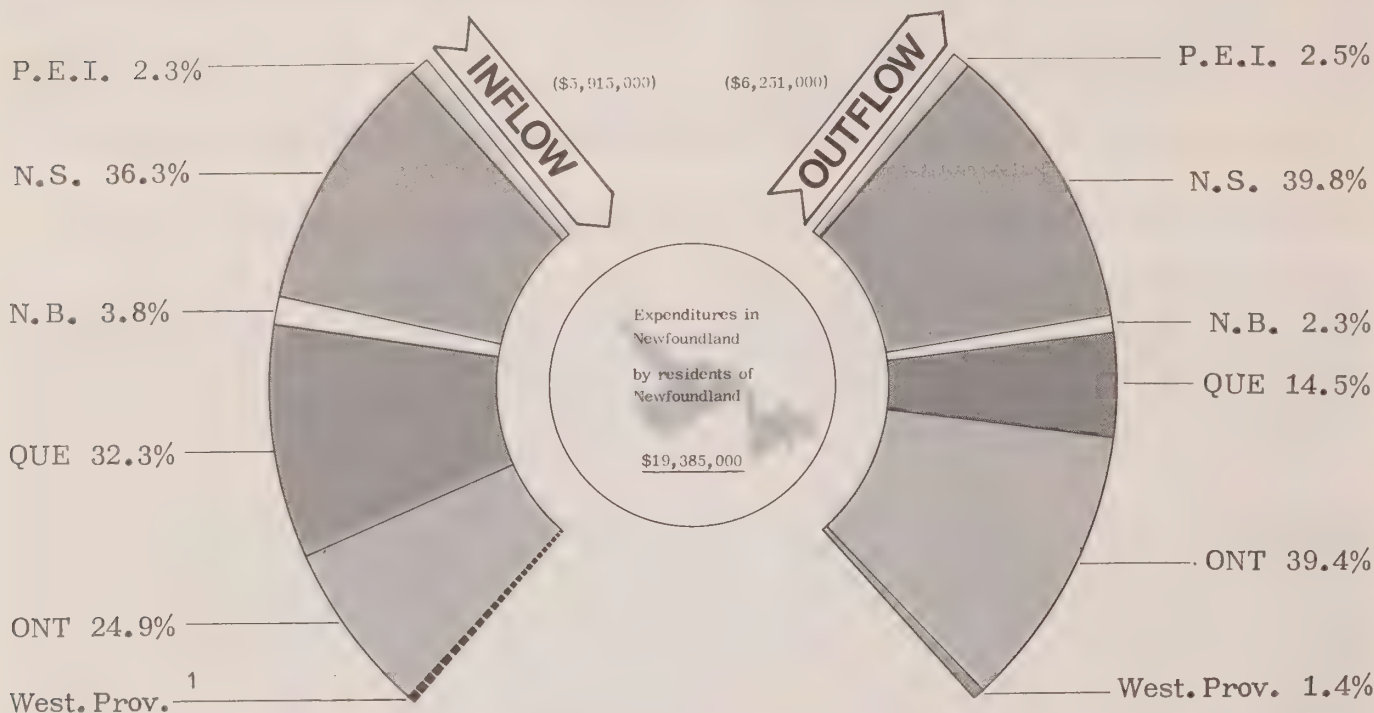
Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

NEWFOUNDLAND

The province has a net deficit of \$336,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.

EXPENDITURE FLOWS FOR THE PROVINCE OF NEWFOUNDLAND

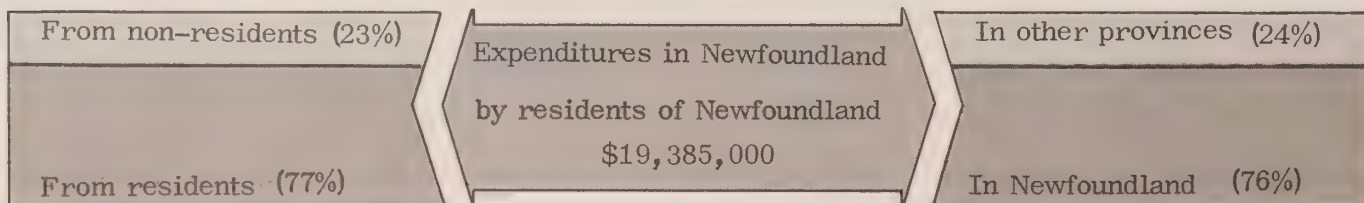


The importance of expenditures on trips of 100 miles or more from origin in Newfoundland by residents of Newfoundland, relative to the total

receipts and expenditures of the province, is illustrated in the following diagram.

TOTAL RECEIPTS IN
Newfoundland

TOTAL EXPENDITURES
BY RESIDENTS OF
Newfoundland



¹ Dotted arrows signify proportions of less than 1% of the flow.

NEWFOUNDLAND

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for NFLD.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Newfoundland From:	By Newfoundland Residents to:
Newfoundland	551,700	551,700
Prince Edward Island	7,200 *	600 **
Nova Scotia	21,400	43,300
New Brunswick	5,100 **	1,200 **
Quebec	8,000	500 **
Ontario	34,500	25,300
Manitoba	1,400 **	500 **
Saskatchewan	—	—
Alberta	—	—
British Columbia	700 **	—
Rest of Canada excluding Newfoundland and the Territories	78,300	71,400

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

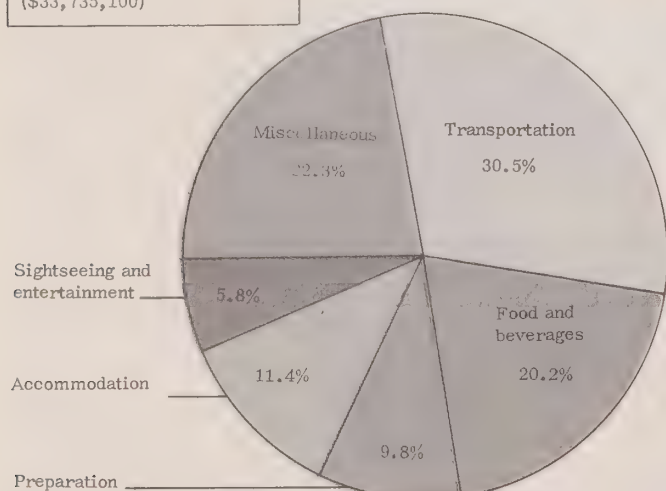
NEWFOUNDLAND

2. CHARACTERISTICS

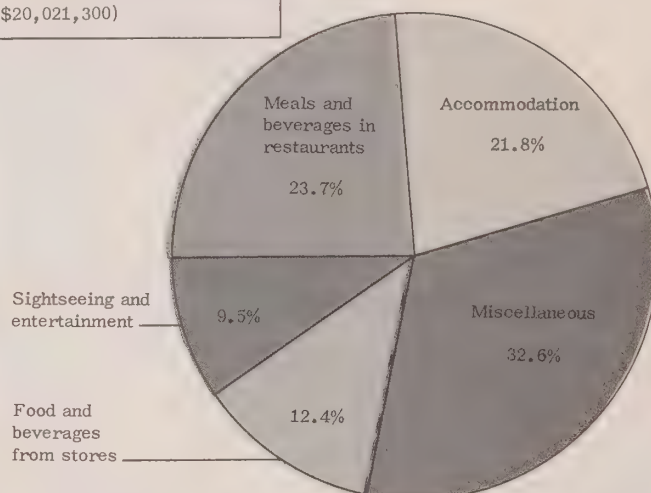
1. SOME CHARACTERISTICS OF TRAVEL IN NEWFOUNDLAND

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

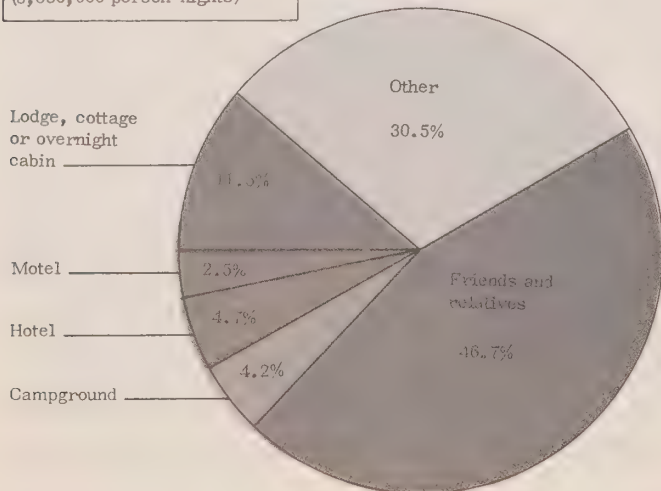
Distribution, by type, of total expenditures by this province
(\$33,735,100)



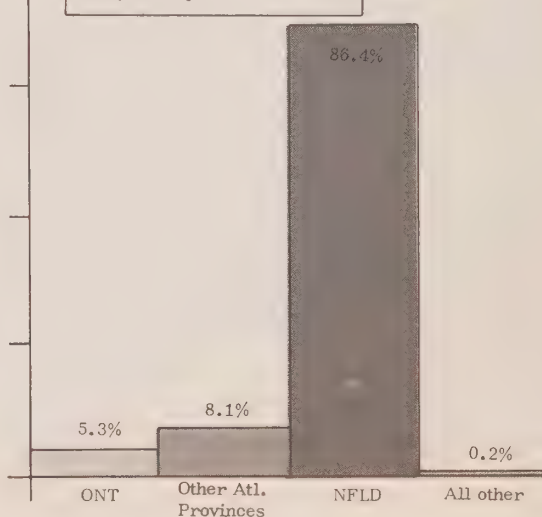
Distribution of expenditures excluding preparation and transportation in this province
(\$20,021,300)



Total person-nights by type of accommodation in this province
(3,386,000 person-nights)



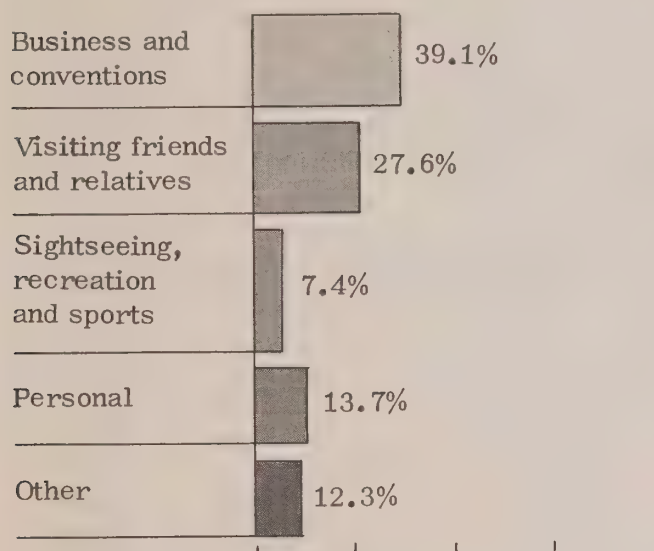
Total trips of this province's residents by destination
(373,200 trips)



NEWFOUNDLAND

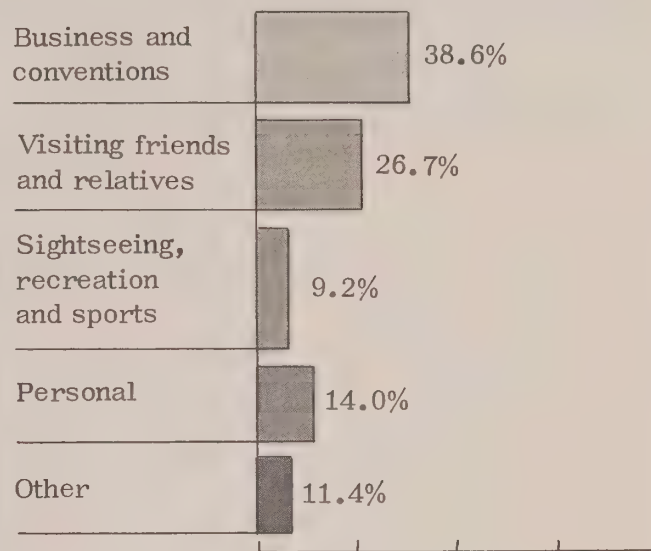
Total trips of this province's residents by purpose

(373,200 trips)



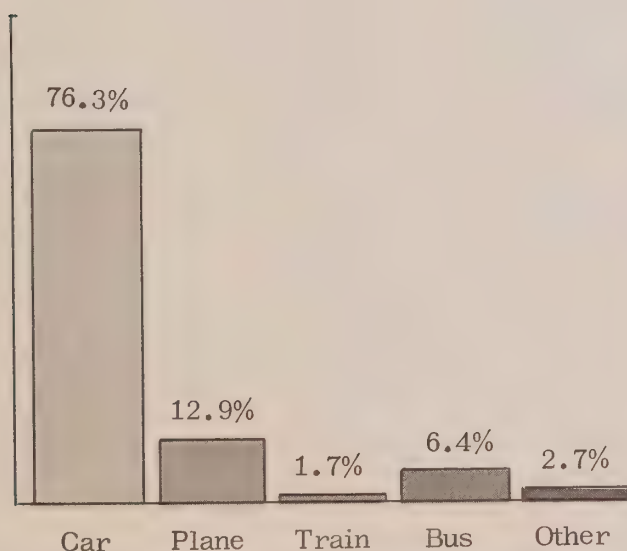
Total trips to this province by purpose

(373,900 trips)



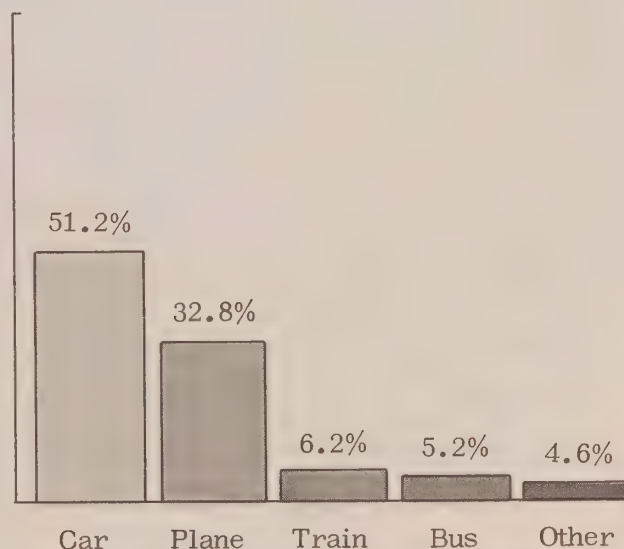
Total trips of this province's residents by mode of transportation

(373,200 trips)



Total transportation expenditure of this province's residents by mode

(\$10,275,000)



NEWFOUNDLAND

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	NEWFOUNDLAND			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	51.6%	54.1%	55.6%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	20.8%	15.4%	16.1%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	19.1%	20.7%	20.6%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	1.6%	1.3%	2.1%	11.9%	11.7%	12.3%
\$15,000 and over	6.9%	8.5%	5.6%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	10.6%	8.8%	17.3%	20.3%	18.7%	23.0%
Man, wife, child(ren)	41.8%	19.3%	19.8%	37.4%	17.0%	21.0%
Married but alone	23.6%	39.3%	29.2%	14.7%	27.1%	27.1%
Single and alone	17.0%	28.4%	30.7%	15.4%	28.5%	21.4%
Other groupings	7.0%	4.2%	3.0%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	19.4%	19.3%	7.0%	23.3%	24.0%	10.5%
1 night	19.8%	15.7%	13.5%	17.5%	16.7%	9.6%
2 nights	15.6%	11.4%	8.9%	21.3%	20.2%	13.7%
3 nights	9.6%	10.4%	9.2%	10.7%	10.5%	9.9%
4 to 6 nights	19.0%	25.7%	19.4%	12.8%	14.8%	18.5%
7 or more nights	16.6%	17.5%	42.0%	14.4%	13.8%	37.8%

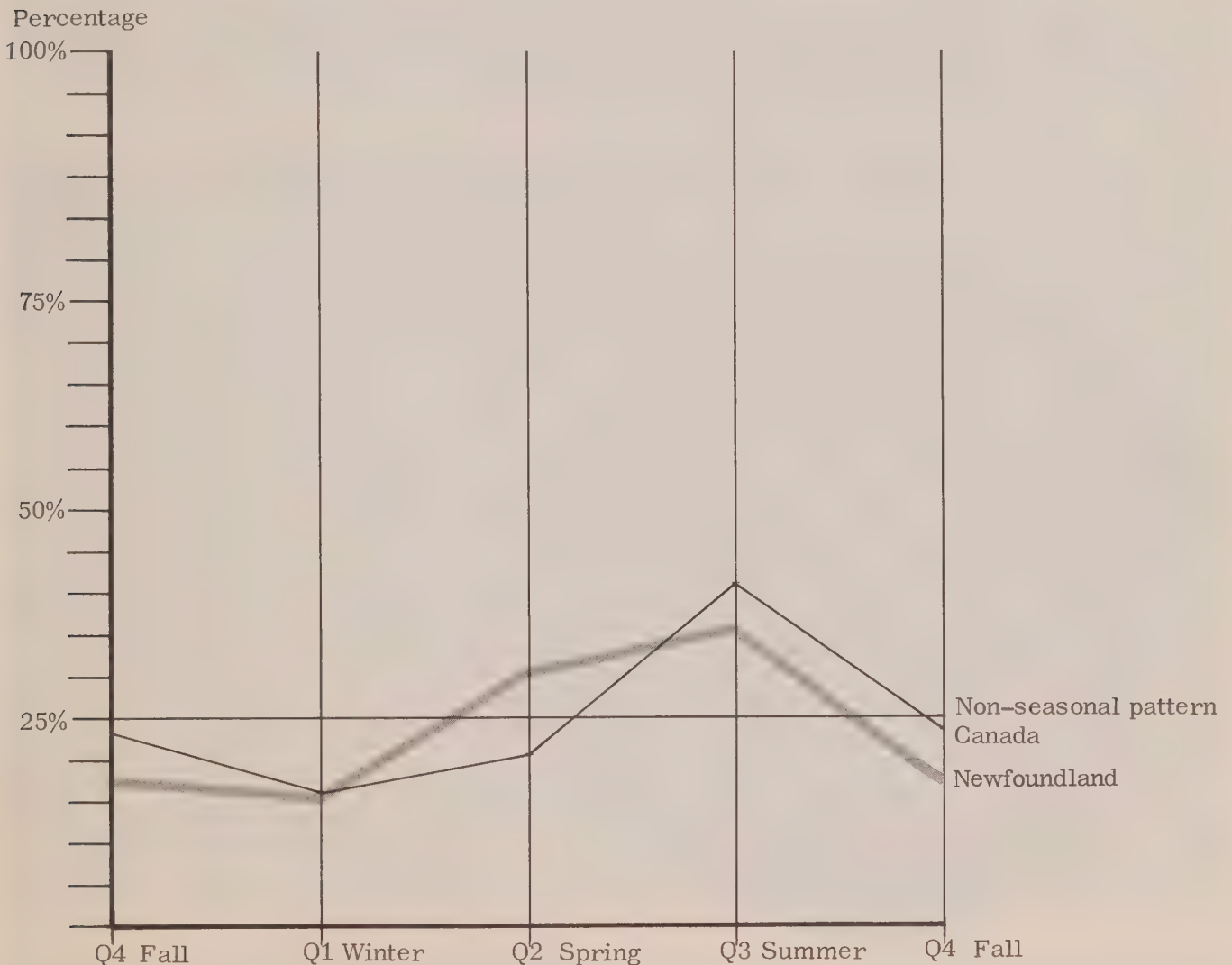
NEWFOUNDLAND

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



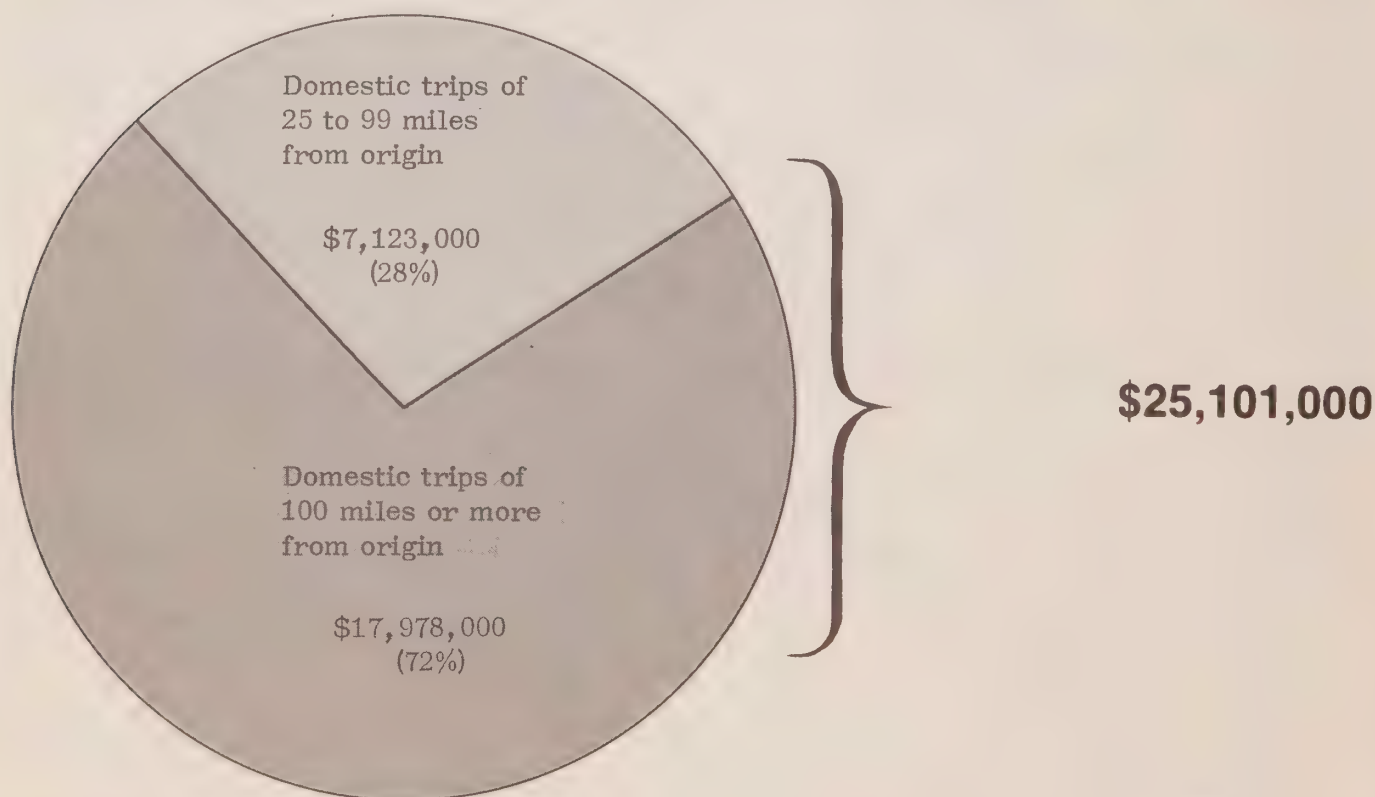
PRINCE EDWARD ISLAND

Area	2,184 square miles
Population	112,000
Total personal income	\$245 million
Total personal income in the province as a percentage of the total in Canada	0.3%
Personal income per capita in the province	\$2,188
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



PRINCE EDWARD ISLAND

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

72% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$156.90	\$77.90
Total expenditures per traveller	\$82.00	\$42.20
Total expenditures per person-night	\$12.40	\$10.90
Transportation expenditures per trip	\$50.50	\$23.30
Transportation expenditures per traveller	\$26.40	\$12.60
Preparation expenditures per trip	\$11.10	\$ 8.20
Preparation expenditures per traveller	\$ 5.80	\$ 4.40
Other expenditures per trip	\$95.30	\$46.40
Other expenditures per traveller	\$49.80	\$25.20
Length of trip (in nights)	6.6	3.9
Party size per trip (in persons)	1.9	1.8

PRINCE EDWARD ISLAND

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Prince Edward Island from:	Expenditures by Prince Edward Island in:	Net position of Prince Edward Island with:
Newfoundland	\$159,000 ** ¹	\$136,000 **	\$23,000
Prince Edward Island	\$689,000 **	\$689,000 **	
Nova Scotia	\$1,630,000	\$2,303,000 **	-\$673,000
New Brunswick	\$1,607,000	\$930,000	\$677,000
Quebec	\$1,466,000	\$1,686,000 *	-\$220,000
Ontario	\$7,042,000 *	\$1,470,000	\$5,572,000
Manitoba	\$4,000 **	\$36,000 **	-\$32,000
Saskatchewan	\$20,000 **	\$2,000 **	\$18,000
Alberta	—	\$253,000 **	-\$253,000
British Columbia	\$615,000 **	\$249,000	\$366,000
Rest of Canada excluding Prince Edward Island and the Territories	\$12,543,000	\$7,065,000	\$5,478,000

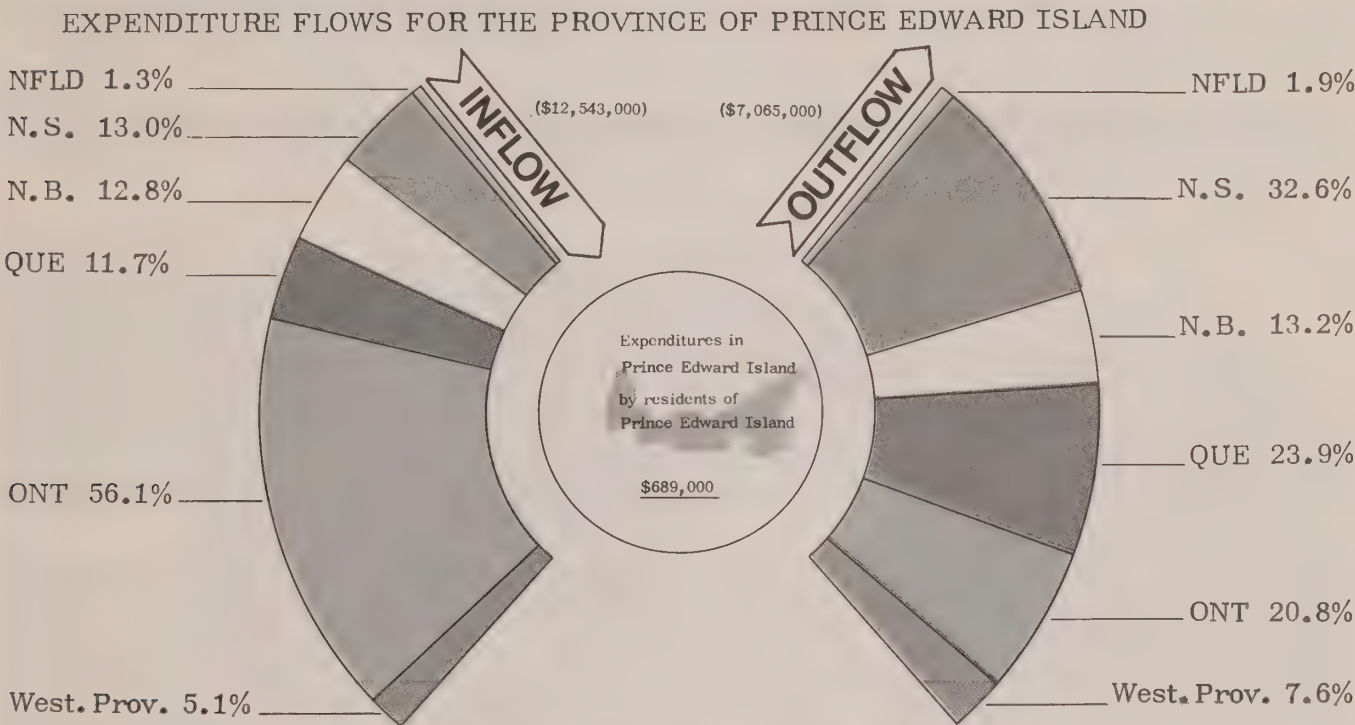
¹ One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

PRINCE EDWARD ISLAND

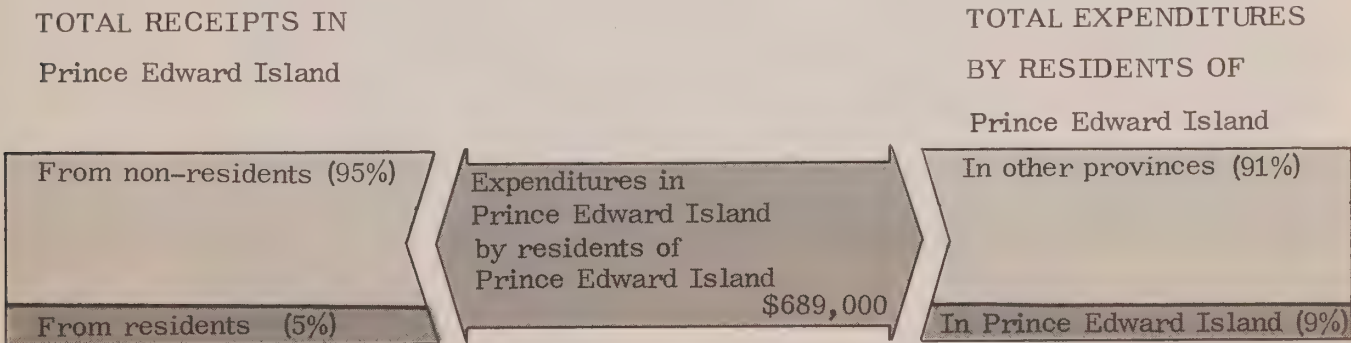
The province has a net surplus of \$5,478,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.



The importance of expenditures on trips of 100 miles or more from origin in Prince Edward Island by residents of Prince Edward Island,

relative to the total receipts and expenditures of the province, is illustrated in the following diagram.



PRINCE EDWARD ISLAND

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for P.E.I.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Prince Edward Island From:	By Prince Edward Island Residents to:
Newfoundland	600 **	7,200 *
Prince Edward Island	22,100	22,100
Nova Scotia	83,100	44,100
New Brunswick	60,700	31,000
Quebec	11,900	8,200
Ontario	48,900	12,500
Manitoba	-	900 *
Saskatchewan	-	-
Alberta	-	1,700
British Columbia	1,500 **	2,200
Rest of Canada excluding Prince Edward Island and the Territories	206,700	107,800

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

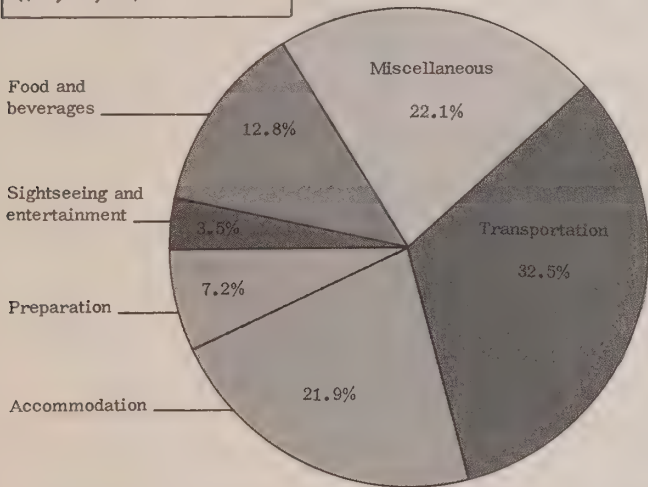
PRINCE EDWARD ISLAND

2. CHARACTERISTICS

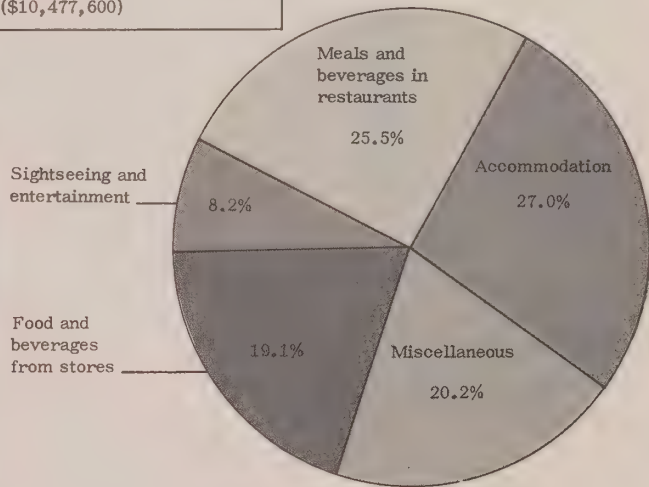
1. SOME CHARACTERISTICS OF TRAVEL IN PRINCE EDWARD ISLAND

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

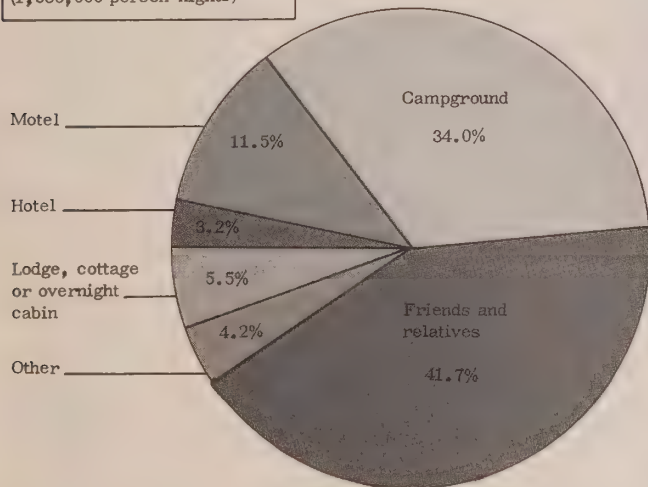
Distribution, by type, of total expenditures by this province
(\$10,573,900)



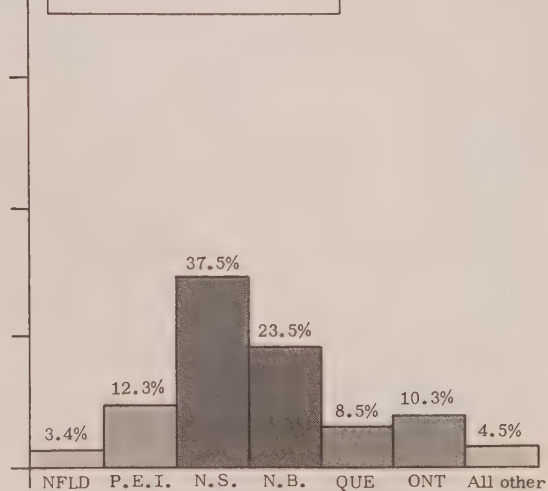
Distribution of expenditures excluding preparation and transportation in this province
(\$10,477,600)



Total person-nights by type of accommodation in this province
(1,685,000 person-nights)



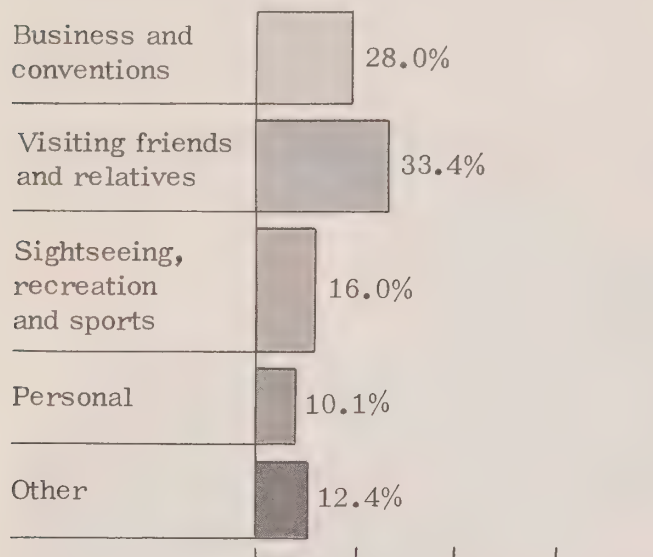
Total trips of this province's residents by destination
(68,200 trips)



PRINCE EDWARD ISLAND

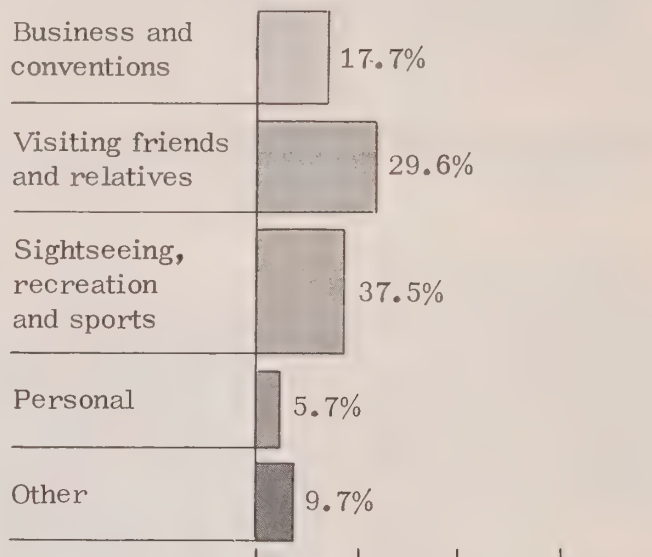
Total trips of this province's residents by purpose

(68,200 trips)



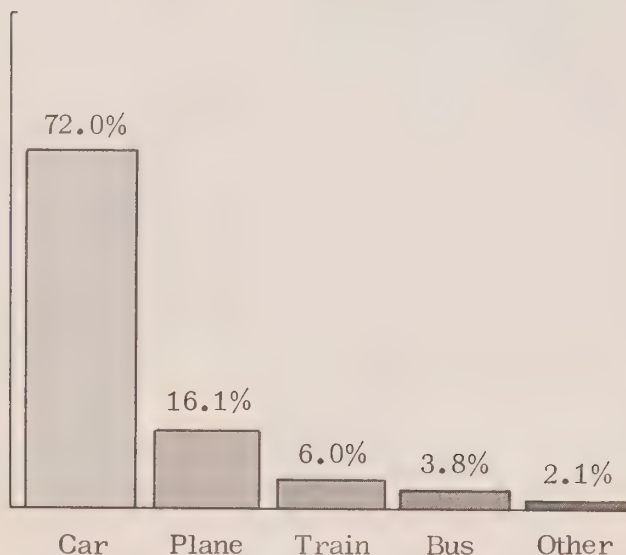
Total trips to this province by purpose

(105,400 trips)



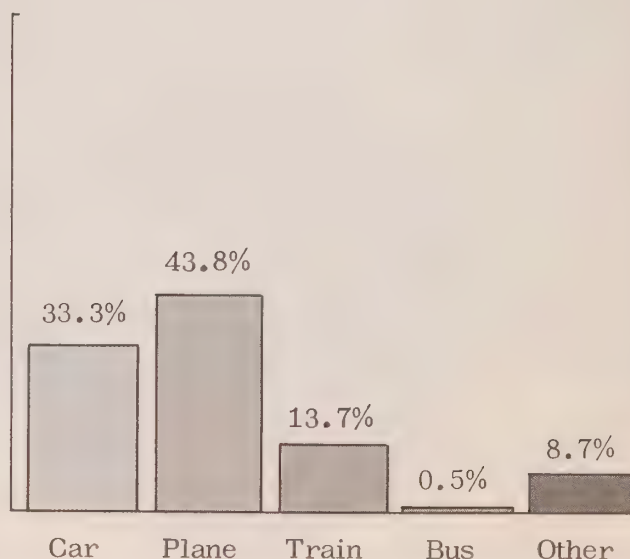
Total trips of this province's residents by mode of transportation

(68,200 trips)



Total transportation expenditure of this province's residents by mode

(\$3,437,000)



PRINCE EDWARD ISLAND

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	PRINCE EDWARD ISLAND			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	23.2%	26.6%	14.8%	22.5%	24.4%	18.9%
\$6,000 – \$8,999	31.2%	21.9%	26.7%	26.9%	24.9%	23.3%
\$9,000 – \$11,999	19.3%	15.6%	25.7%	23.1%	22.3%	24.6%
\$12,000 – \$14,999	2.4%	3.1%	3.6%	11.9%	11.7%	12.3%
\$15,000 and over	23.9%	32.8%	29.2%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	25.4%	24.4%	26.9%	20.3%	18.7%	23.0%
Man, wife, child(ren)	40.0%	17.1%	18.9%	37.4%	17.0%	21.0%
Married but alone	18.5%	35.2%	29.1%	14.7%	27.1%	27.1%
Single and alone	10.0%	18.6%	21.3%	15.4%	28.5%	21.4%
Other groupings	6.1%	4.7%	3.8%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	20.0%	20.6%	6.6%	23.3%	24.0%	10.5%
1 night	12.3%	11.8%	3.2%	17.5%	16.7%	9.6%
2 nights	23.1%	26.3%	13.5%	21.3%	20.2%	13.7%
3 nights	5.4%	7.5%	5.3%	10.7%	10.5%	9.9%
4 to 6 nights	13.9%	13.2%	22.4%	12.8%	14.8%	18.5%
7 or more nights	25.3%	20.6%	49.0%	14.4%	13.8%	37.8%

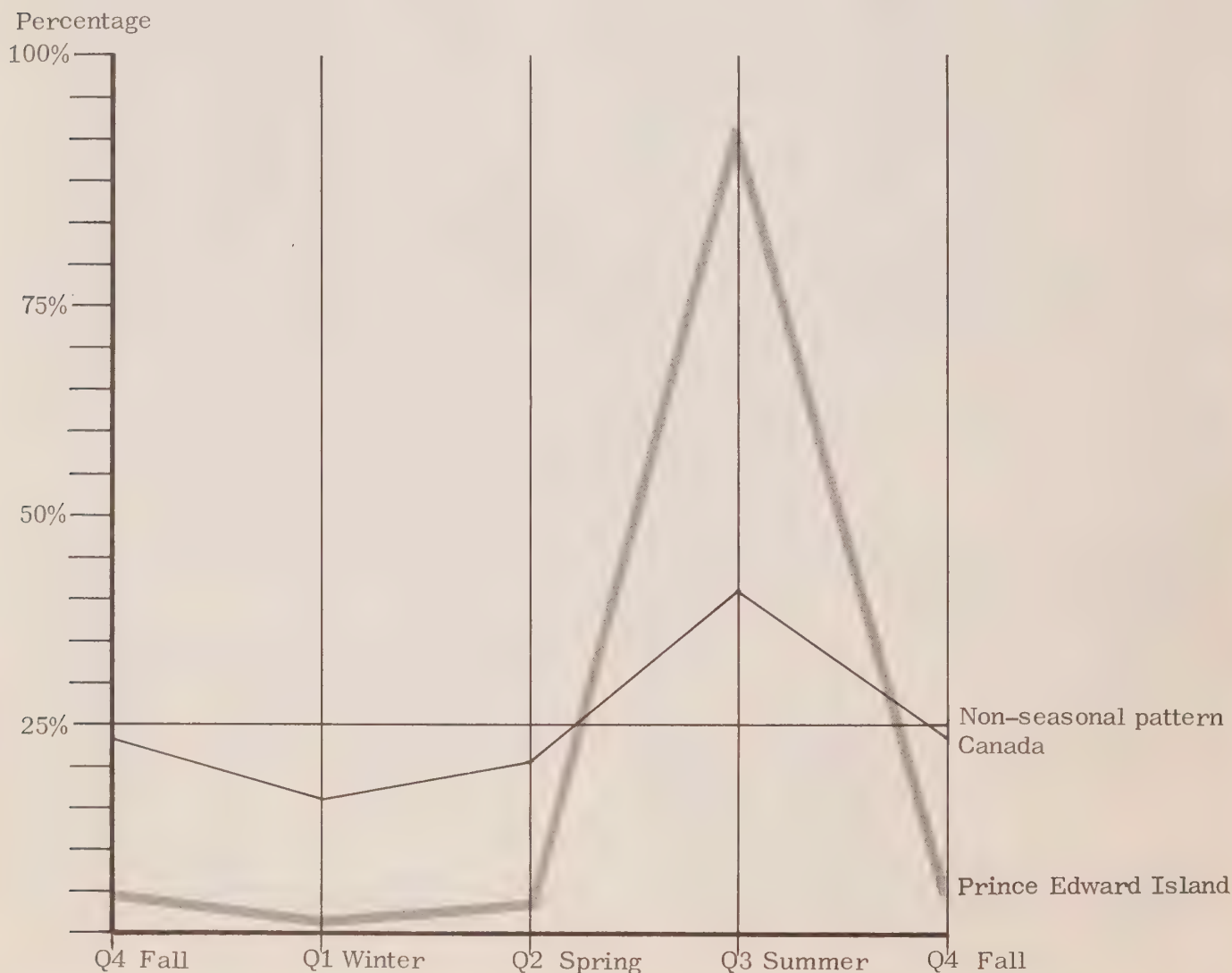
PRINCE EDWARD ISLAND

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



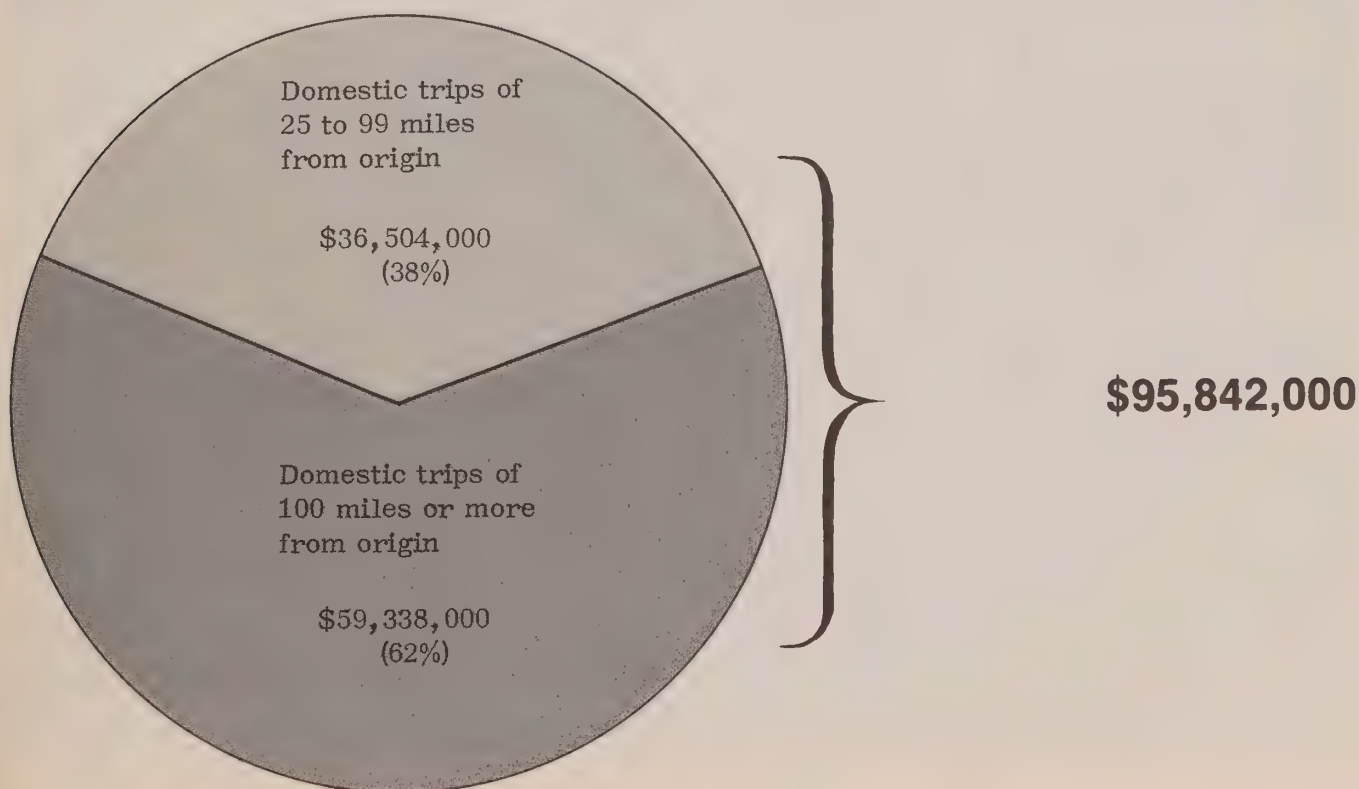
NOVA SCOTIA

Area	21,425 square miles
Population	789,000
Total personal income	\$2,060 million
Total personal income in the province as a percentage of the total in Canada	2.8%
Personal income per capita in the province	\$2,611
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



NOVA SCOTIA

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

62% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$65.10	\$77.90
Total expenditures per traveller	\$35.00	\$42.20
Total expenditures per person-night	\$ 8.40	\$10.90
Transportation expenditures per trip	\$21.30	\$23.30
Transportation expenditures per traveller	\$11.50	\$12.60
Preparation expenditures per trip	\$ 6.50	\$ 8.20
Preparation expenditures per traveller	\$ 3.50	\$ 4.40
Other expenditures per trip	\$37.30	\$46.40
Other expenditures per traveller	\$20.00	\$25.20
Length of trip (in nights)	4.2	3.9
Party size per trip (in persons)	1.9	1.8

NOVA SCOTIA

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Nova Scotia from:	Expenditures by Nova Scotia in:	Net position of Nova Scotia with:
Newfoundland	\$2,489,000	\$2,150,000	\$339,000
Prince Edward Island	\$2,303,000 ** ¹	\$1,630,000	\$673,000
Nova Scotia	\$19,816,000	\$19,816,000	
New Brunswick	\$4,875,000	\$2,697,000 *	\$2,178,000
Quebec	\$4,152,000	\$1,925,000	\$2,227,000
Ontario	\$7,226,000	\$4,956,000	\$2,270,000
Manitoba	\$204,000 *	\$94,000 **	\$110,000
Saskatchewan	\$126,000 **	\$174,000 **	-\$48,000
Alberta	\$174,000 **	\$183,000	-\$9,000
British Columbia	\$680,000 **	\$977,000 **	-\$297,000
Rest of Canada excluding Nova Scotia and the Territories	\$22,229,000	\$14,786,000	\$7,443,000

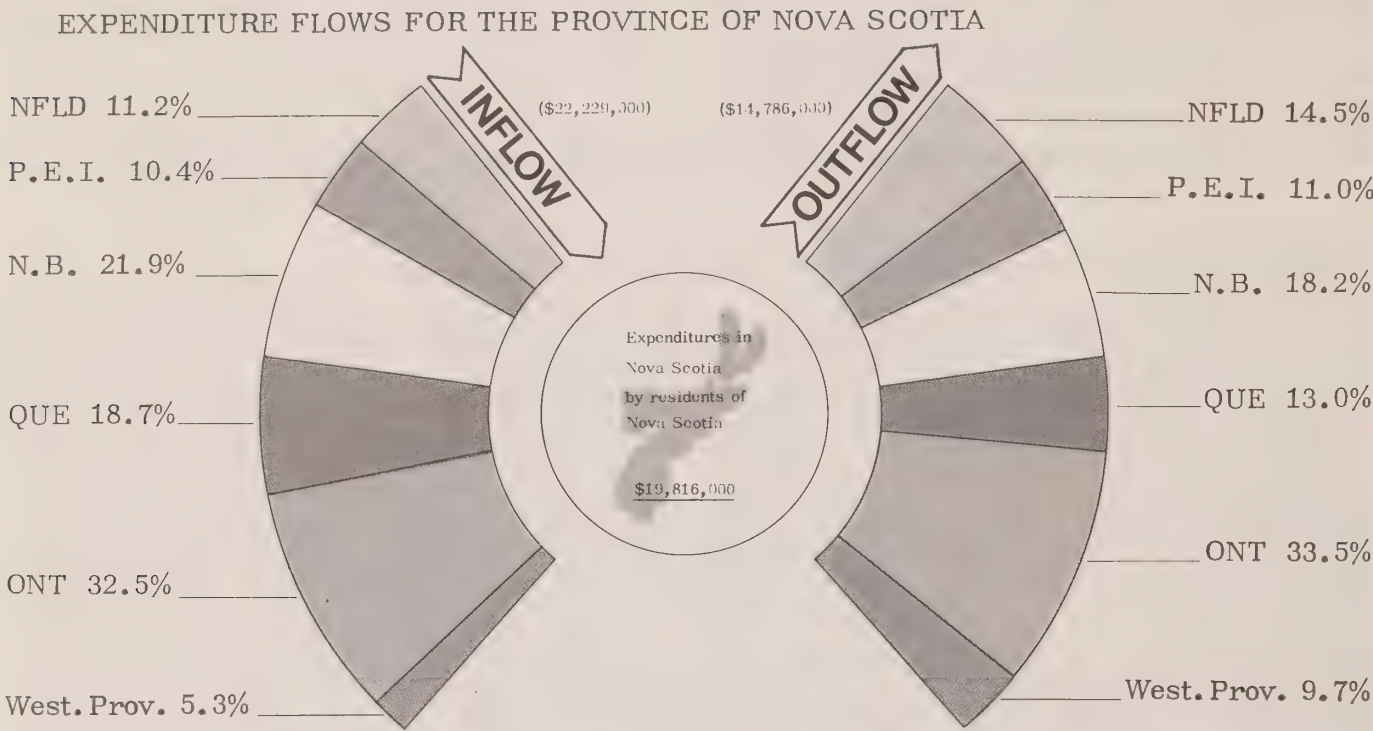
¹ One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

NOVA SCOTIA

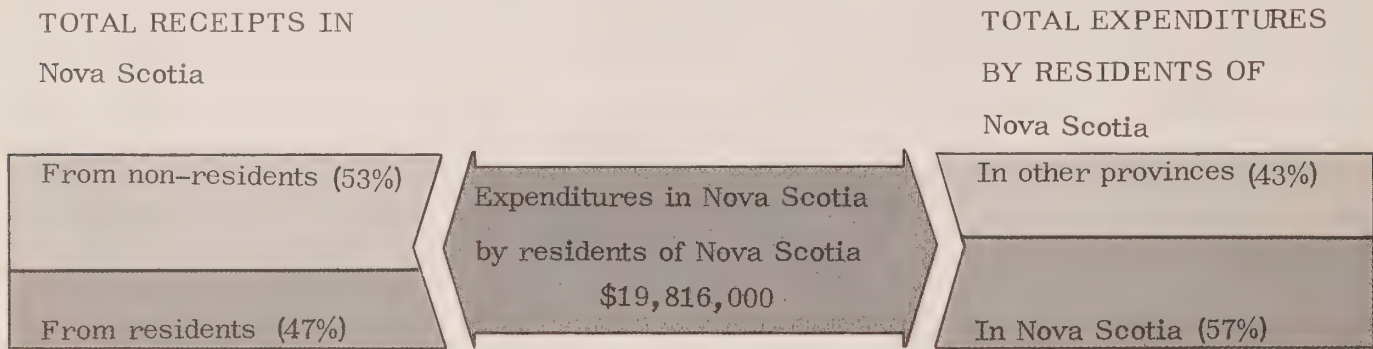
The province has a net surplus of \$7,443,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.



The importance of expenditures on trips of 100 miles or more from origin in Nova Scotia by residents of Nova Scotia, relative to the total

receipts and expenditures of the province, is illustrated in the following diagram.



NOVA SCOTIA

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for N.S.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Nova Scotia From:	By Nova Scotia Residents to:
Newfoundland	43,300	21,400
Prince Edward Island	44,100	83,100
Nova Scotia	1,068,300	1,068,300
New Brunswick	173,200	74,100
Quebec	56,600	19,500
Ontario	118,100	51,700
Manitoba	3,300 *	1,000 **
Saskatchewan	1,900 **	1,300 **
Alberta	2,300 **	900 **
British Columbia	13,100 **	5,900 **
Rest of Canada excluding Nova Scotia and the Territories	455,900	258,900

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

NOVA SCOTIA

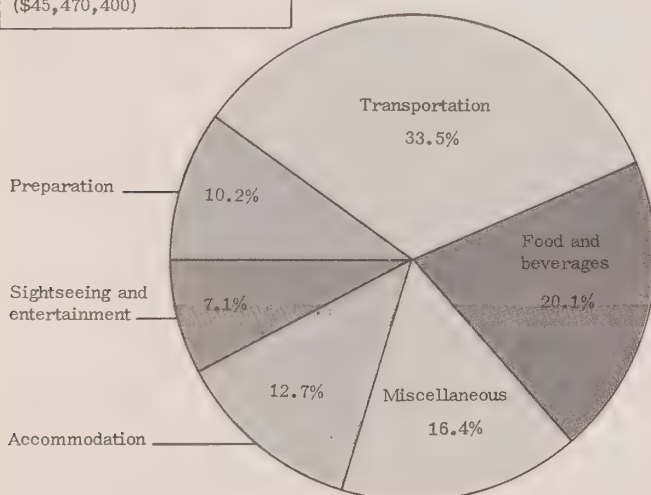
2. CHARACTERISTICS

1. SOME CHARACTERISTICS OF TRAVEL IN NOVA SCOTIA

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

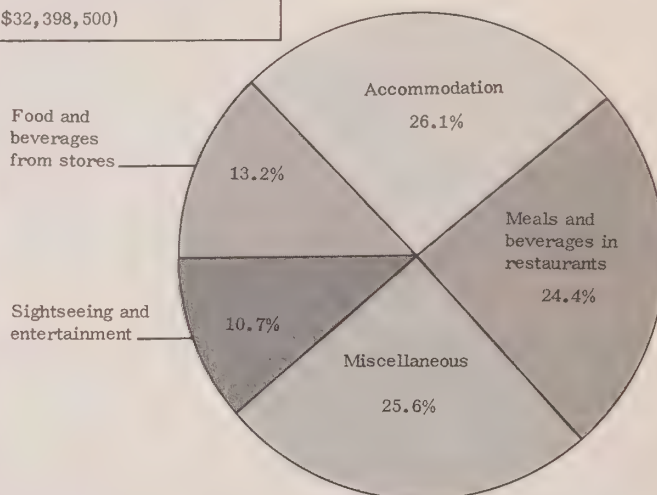
Distribution, by type, of total expenditures by this province

(\$45,470,400)



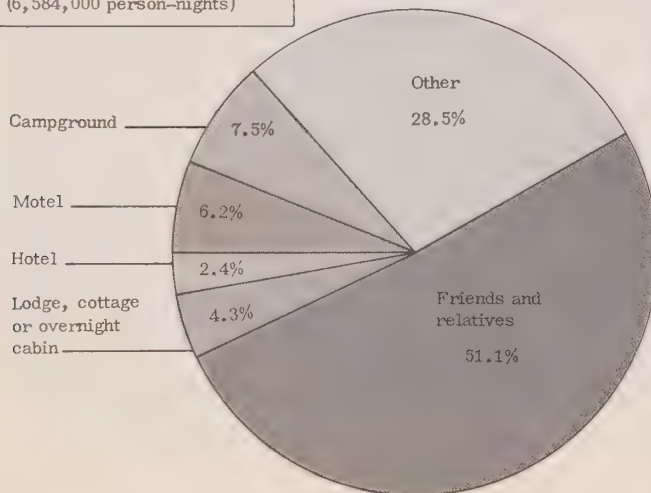
Distribution of expenditures excluding preparation and transportation in this province

(\$32,398,500)



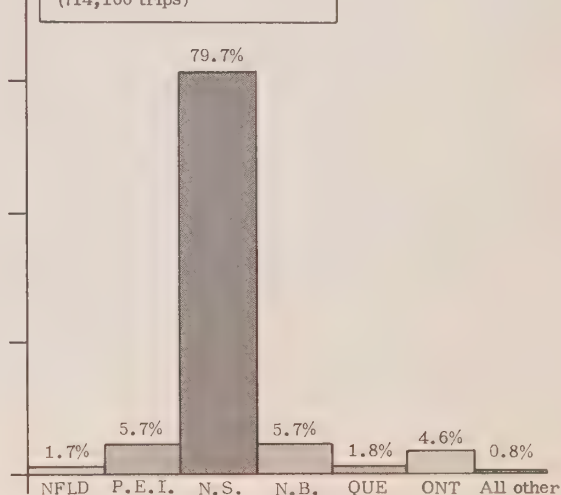
Total person-nights by type of accommodation in this province

(6,584,000 person-nights)



Total trips of this province's residents by destination

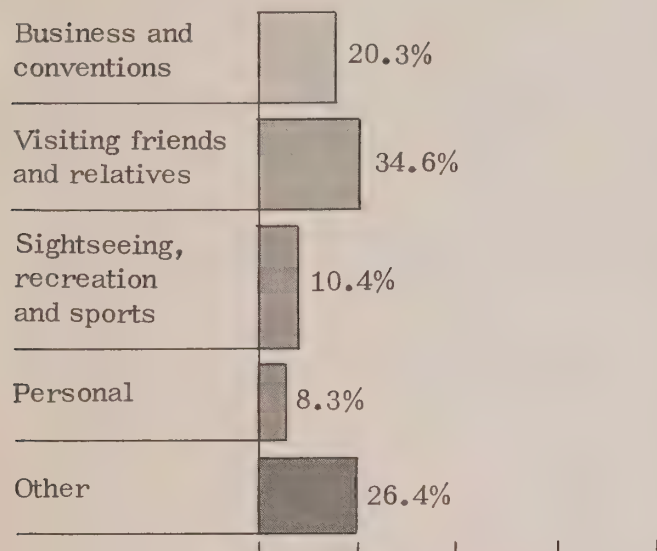
(714,100 trips)



NOVA SCOTIA

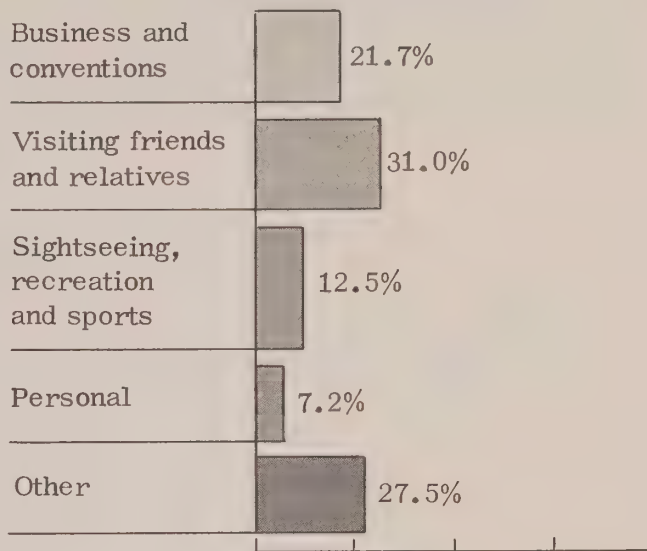
Total trips of this province's residents by purpose

(714,100 trips)



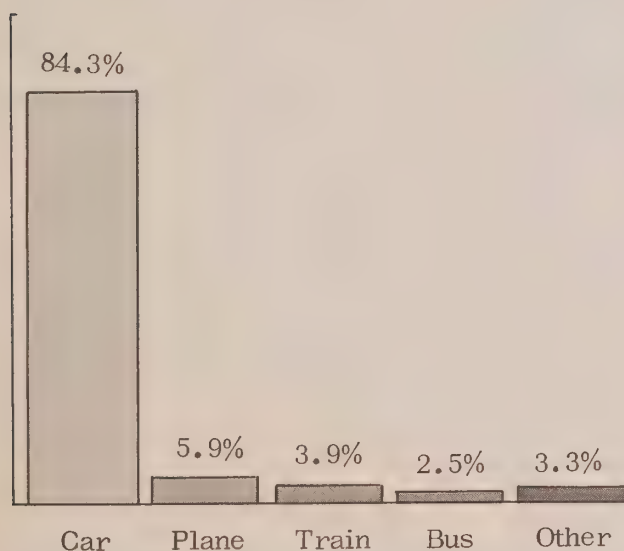
Total trips to this province by purpose

(828,000 trips)



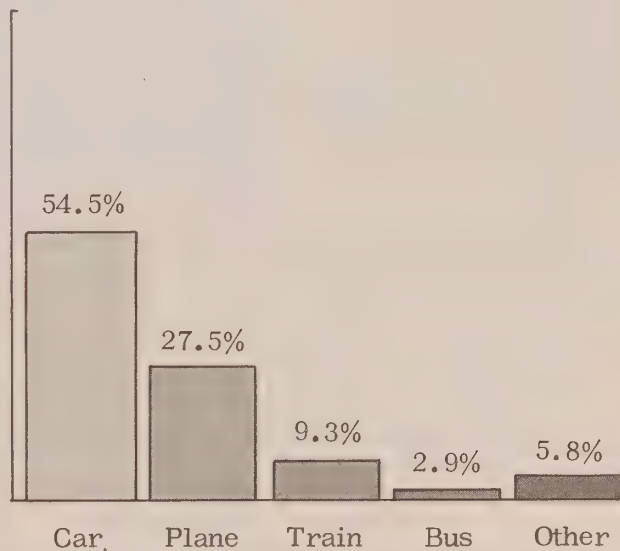
Total trips of this province's residents by mode of transportation

(714,100 trips)



Total transportation expenditure of this province's residents by mode

(\$15,235,000)



NOVA SCOTIA

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	NOVA SCOTIA			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	32.6%	35.7%	23.7%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	31.2%	24.9%	31.5%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	20.9%	26.1%	22.7%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	9.8%	6.8%	12.3%	11.9%	11.7%	12.3%
\$15,000 and over	5.5%	6.5%	9.8%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	13.9%	12.9%	13.4%	20.3%	18.7%	23.0%
Man, wife, child(ren)	40.1%	19.0%	23.8%	37.4%	17.0%	21.0%
Married but alone	18.1%	33.5%	29.4%	14.7%	27.1%	27.1%
Single and alone	13.4%	24.9%	24.1%	15.4%	28.5%	21.4%
Other groupings	14.5%	9.7%	9.3%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	29.6%	26.3%	8.8%	23.3%	24.0%	10.5%
1 night	13.6%	13.0%	6.8%	17.5%	16.7%	9.6%
2 nights	17.2%	15.8%	11.0%	21.3%	20.2%	13.7%
3 nights	7.5%	7.5%	7.1%	10.7%	10.5%	9.9%
4 to 6 nights	16.6%	23.2%	26.5%	12.8%	14.8%	18.5%
7 or more nights	15.5%	14.2%	39.8%	14.4%	13.8%	37.8%

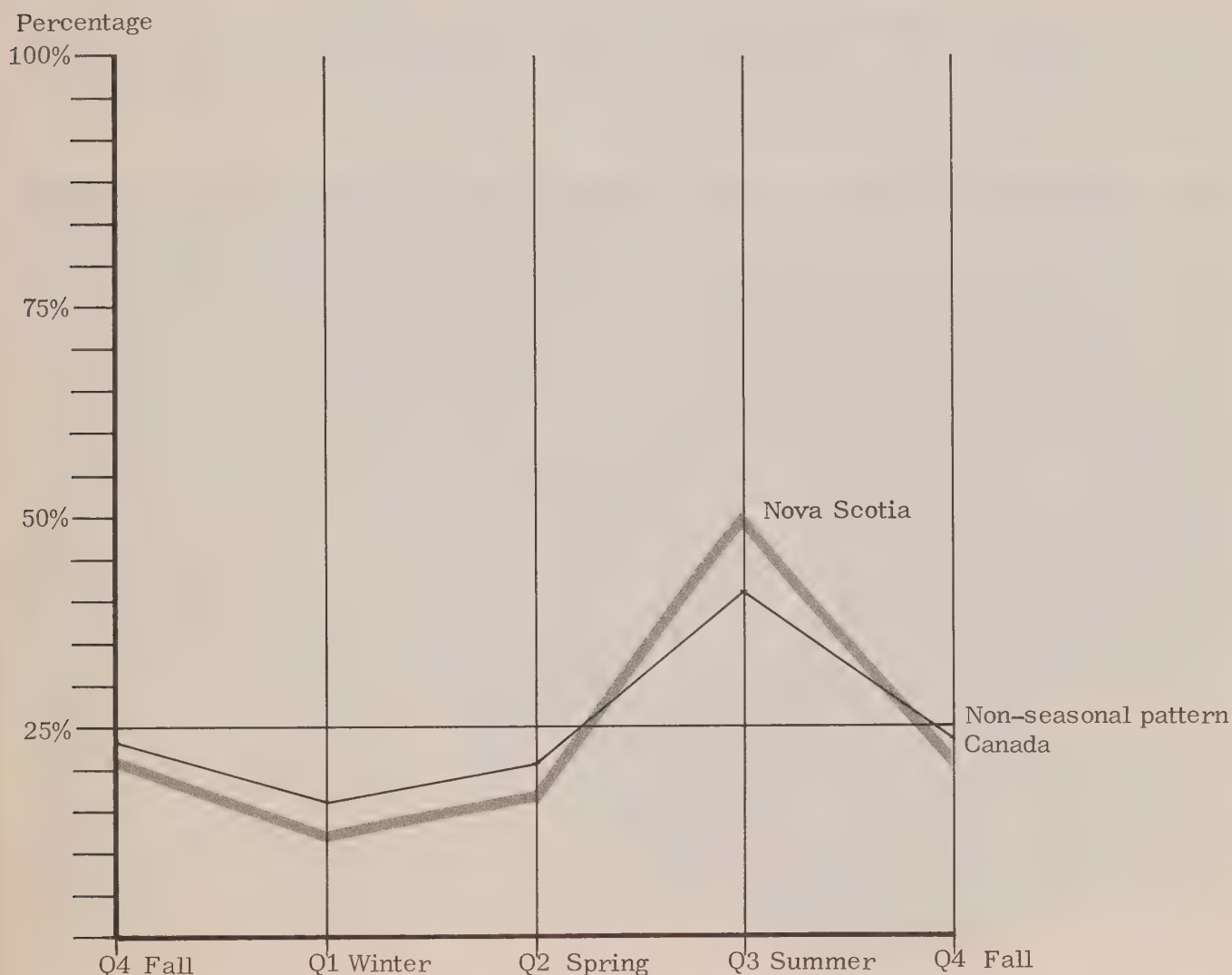
NOVA SCOTIA

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern' corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



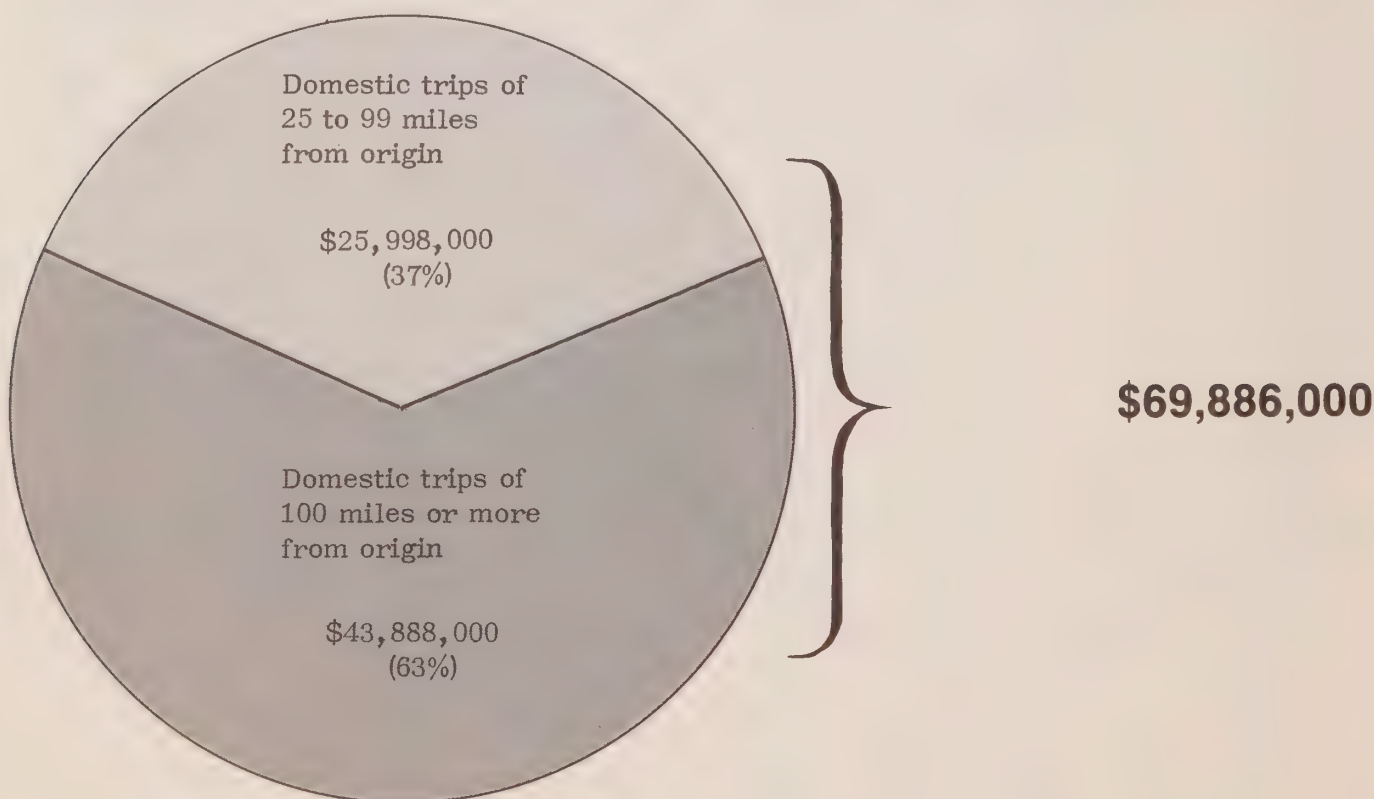
NEW BRUNSWICK

Area	28,354 square miles
Population	635,000
Total personal income	\$1,568 million
Total personal income in the province as a percentage of the total in Canada	2.1%
Personal income per capita in the province	\$2,469
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



NEW BRUNSWICK

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

63% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$65.60	\$77.90
Total expenditures per traveller	\$40.70	\$42.20
Total expenditures per person-night	\$11.00	\$10.90
Transportation expenditures per trip	\$21.70	\$23.30
Transportation expenditures per traveller	\$13.50	\$12.60
Preparation expenditures per trip	\$ 4.10	\$ 8.20
Preparation expenditures per traveller	\$ 2.50	\$ 4.40
Other expenditures per trip	\$39.80	\$46.40
Other expenditures per traveller	\$24.70	\$25.20
Length of trip (in nights)	3.7	3.9
Party size per trip (in persons)	1.6	1.8

NEW BRUNSWICK

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to New Brunswick from:	Expenditures by New Brunswick in:	Net position of New Brunswick with:
Newfoundland	\$144,000 * ¹	\$227,000 **	-\$83,000
Prince Edward Island	\$930,000	\$1,607,000	-\$677,000
Nova Scotia	\$2,697,000 *	\$4,875,000	-\$2,178,000
New Brunswick	\$13,014,000 *	\$13,014,000 *	
Quebec	\$7,032,000	\$4,956,000	\$2,076,000
Ontario	\$4,409,000	\$3,451,000 **	\$958,000
Manitoba	\$132,000 **	\$181,000 **	-\$49,000
Saskatchewan	\$6,000 **	\$10,000 **	-\$4,000
Alberta	\$32,000 **	\$132,000 **	-\$100,000
British Columbia	\$246,000 **	\$194,000 **	\$52,000
Rest of Canada excluding New Brunswick and the Territories	\$15,628,000	\$15,633,000	-\$5,000

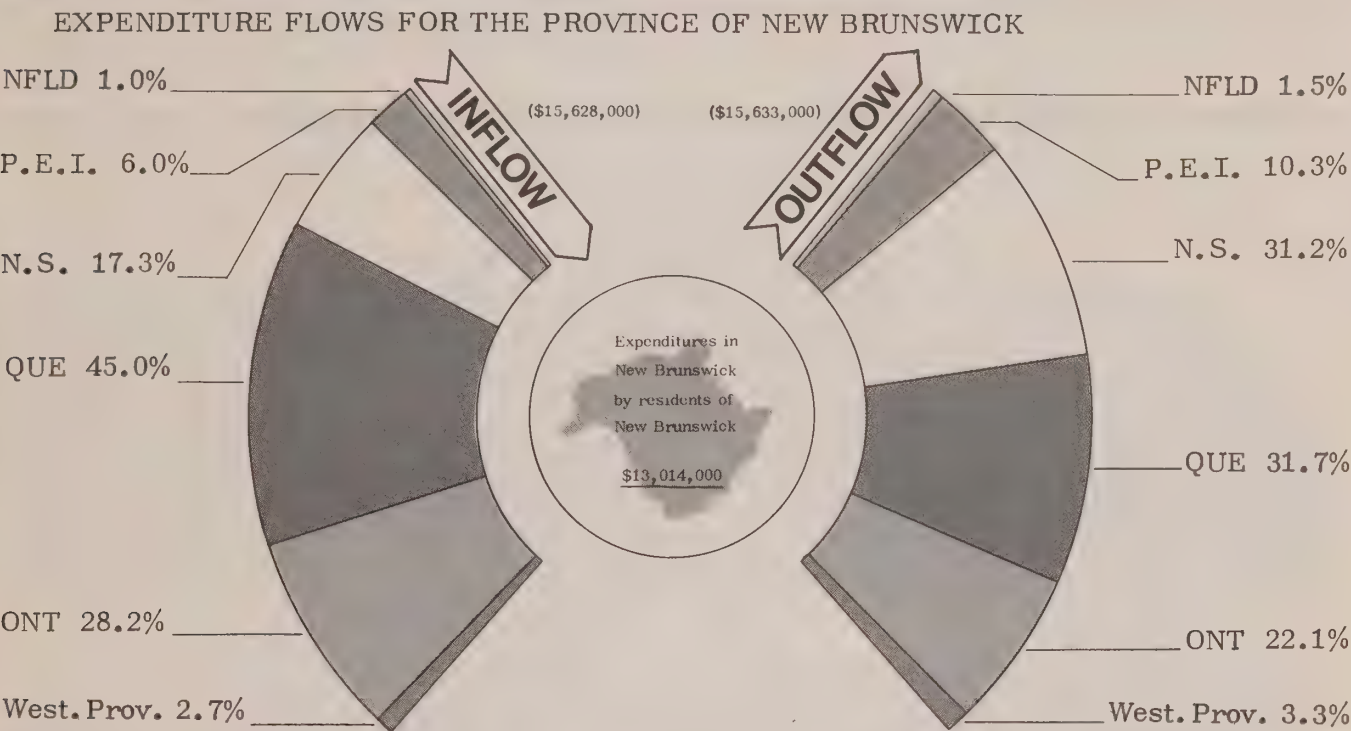
¹ One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

NEW BRUNSWICK

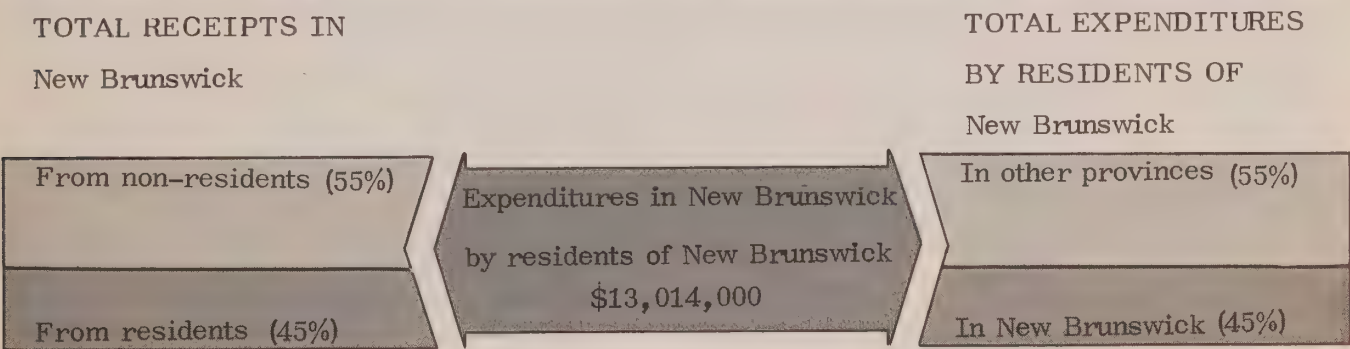
The province has a net deficit of \$5,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.



The importance of expenditures on trips of 100 miles or more from origin in New Brunswick by residents of New Brunswick, relative to the

total receipts and expenditures of the province, is illustrated in the following diagram.



NEW BRUNSWICK

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for N.B.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To New Brunswick From:	By New Brunswick Residents to:
Newfoundland	1,200 **	5,100 **
Prince Edward Island	31,000	60,700
Nova Scotia	74,100	173,200
New Brunswick	560,500	560,500
Quebec	150,100	96,400
Ontario	59,800	51,900
Manitoba	2,100 **	700 **
Saskatchewan	-	-
Alberta	1,700 **	2,200 **
British Columbia	800 **	500 **
Rest of Canada excluding New Brunswick and the Territories	320,800	390,700

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

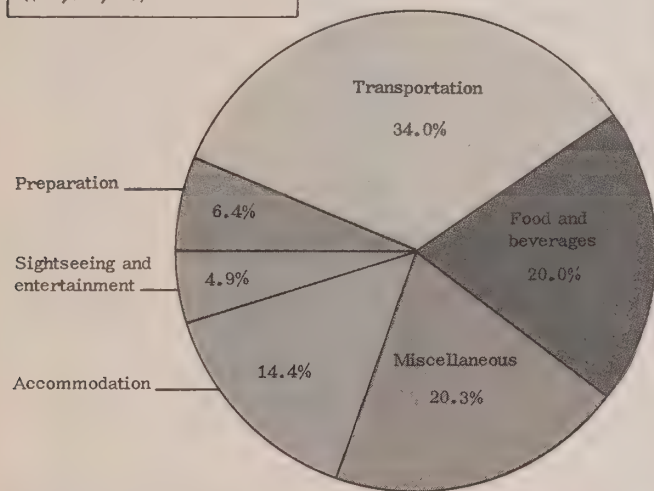
NEW BRUNSWICK

2. CHARACTERISTICS

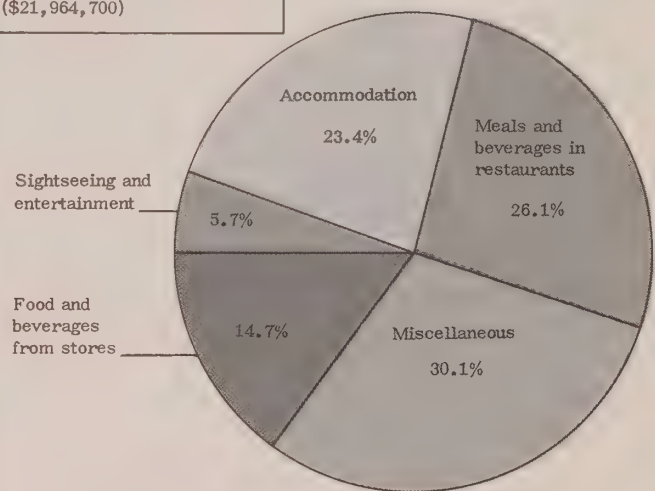
1. SOME CHARACTERISTICS OF TRAVEL IN NEW BRUNSWICK

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

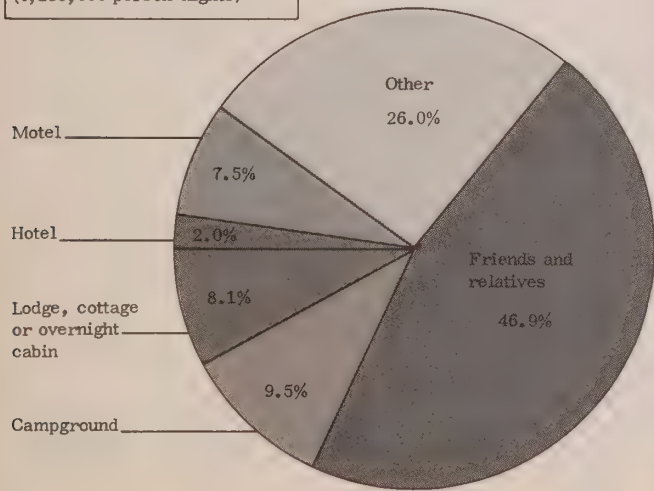
Distribution, by type, of total expenditures by this province
(\$37,756,600)



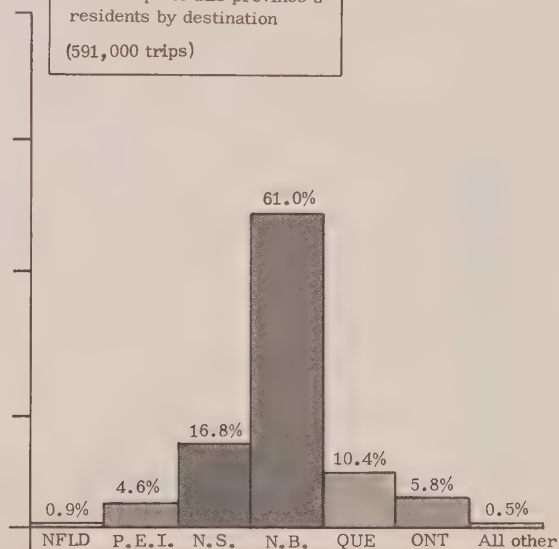
Distribution of expenditures excluding preparation and transportation in this province
(\$21,964,700)



Total person-nights by type of accommodation in this province
(4,183,000 person-nights)



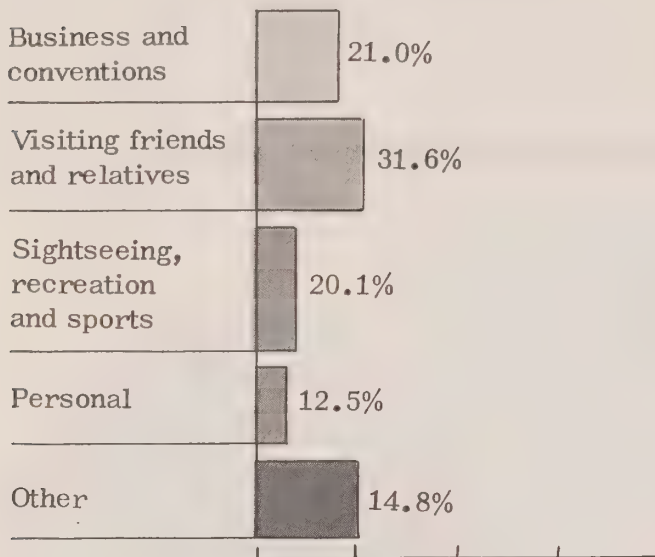
Total trips of this province's residents by destination
(591,000 trips)



NEW BRUNSWICK

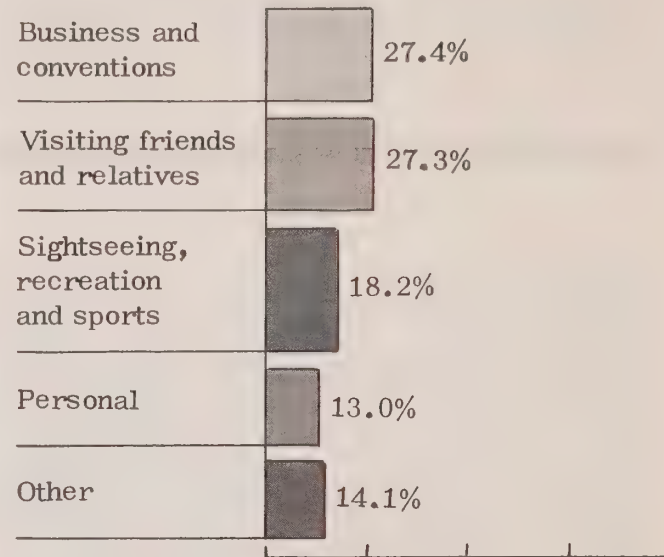
Total trips of this province's residents by purpose

(591,000 trips)



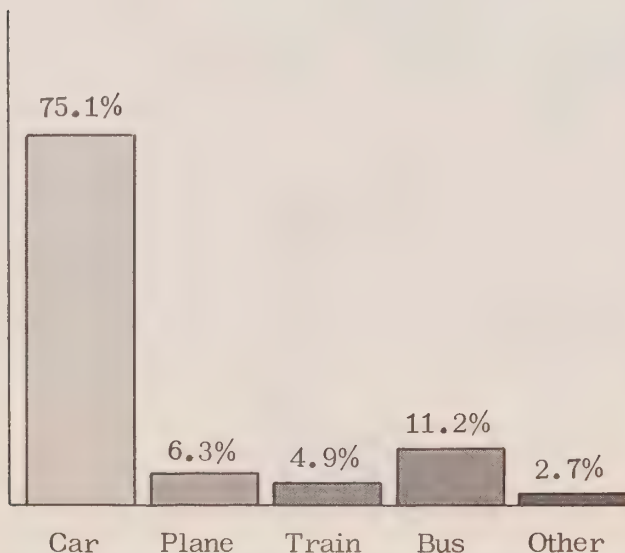
Total trips to this province by purpose

(559,800 trips)



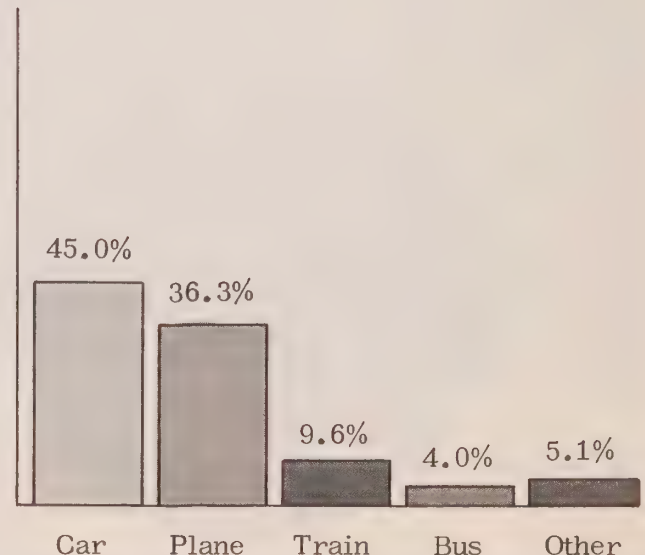
Total trips of this province's residents by mode of transportation

(591,000 trips)



Total transportation expenditure of this province's residents by mode

(\$12,847,000)



NEW BRUNSWICK

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	NEW BRUNSWICK			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	33.4%	32.3%	24.6%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	30.9%	29.4%	26.0%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	11.8%	10.5%	9.7%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	8.6%	7.8%	16.0%	11.9%	11.7%	12.3%
\$15,000 and over	15.3%	20.0%	23.7%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	20.0%	16.1%	21.8%	20.3%	18.7%	23.0%
Man, wife, child(ren)	25.3%	9.7%	9.5%	37.4%	17.0%	21.0%
Married but alone	18.6%	29.9%	27.4%	14.7%	27.1%	27.1%
Single and alone	21.7%	35.1%	35.6%	15.4%	28.5%	21.4%
Other groupings	14.4%	9.2%	5.7%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	35.5%	37.9%	10.3%	23.3%	24.0%	10.5%
1 night	12.7%	11.0%	9.1%	17.5%	16.7%	9.6%
2 nights	16.3%	15.4%	12.3%	21.3%	20.2%	13.7%
3 nights	7.6%	8.8%	7.3%	10.7%	10.5%	9.9%
4 to 6 nights	13.6%	12.2%	18.3%	12.8%	14.8%	18.5%
7 or more nights	14.3%	14.7%	42.7%	14.4%	13.8%	37.8%

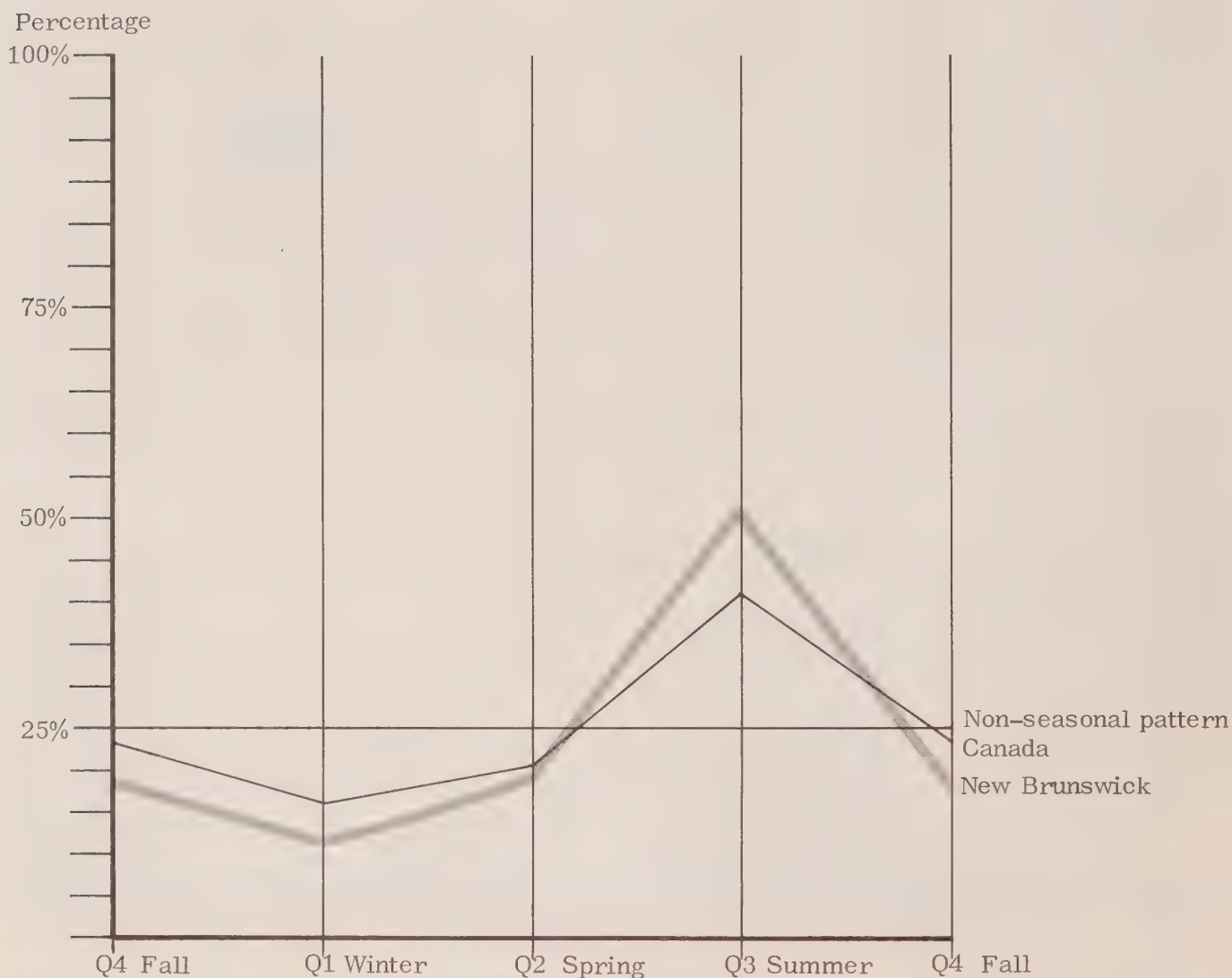
NEW BRUNSWICK

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



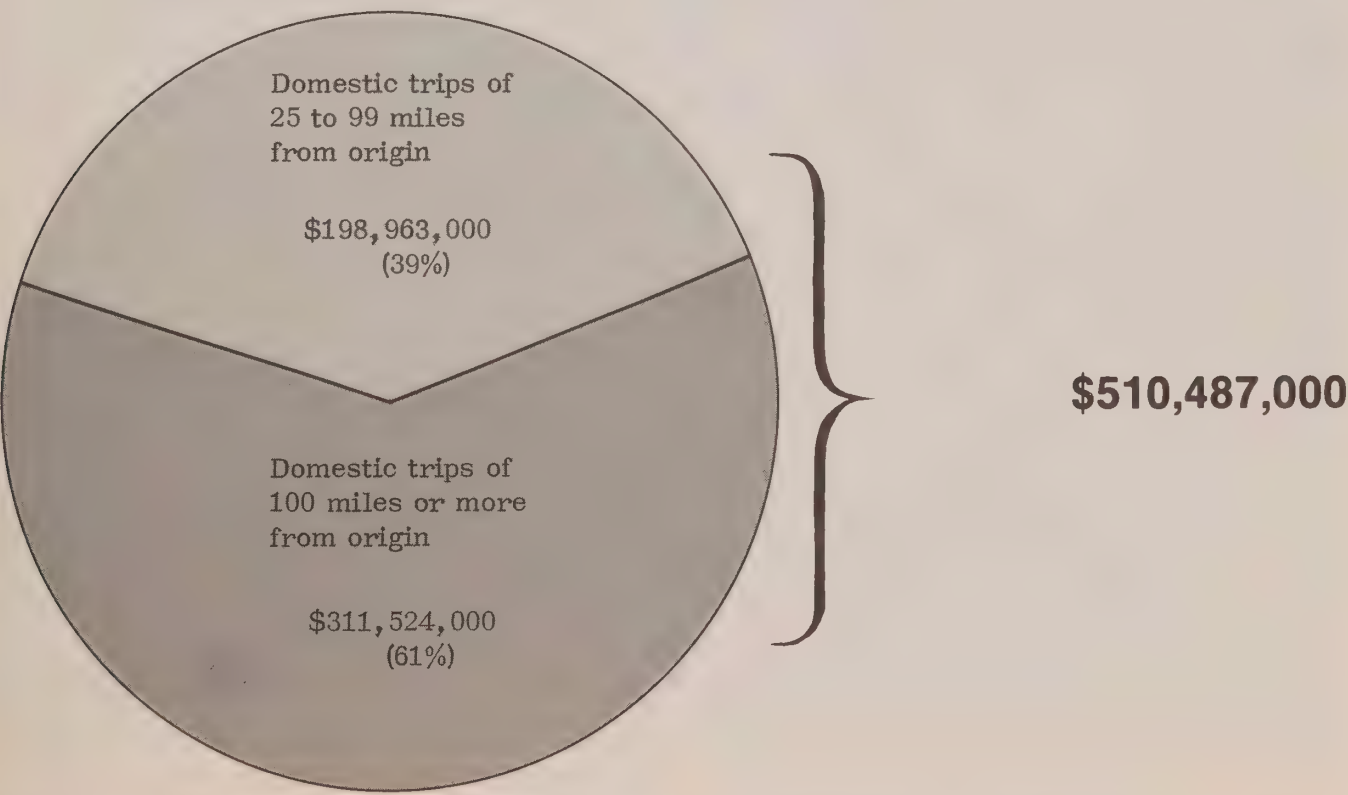
QUEBEC

Area	594,860 square miles
Population	6,028,000
Total personal income	\$18,244 million
Total personal income in the province as a percentage of the total in Canada	24.8%
Personal income per capita in the province	\$3,027
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



QUEBEC

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

61% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$64.20	\$77.90
Total expenditures per traveller	\$36.70	\$42.20
Total expenditures per person-night	\$11.20	\$10.90
Transportation expenditures per trip	\$17.00	\$23.30
Transportation expenditures per traveller	\$ 9.70	\$12.60
Preparation expenditures per trip	\$ 6.80	\$ 8.20
Preparation expenditures per traveller	\$ 3.90	\$ 4.40
Other expenditures per trip	\$40.40	\$46.40
Other expenditures per traveller	\$23.10	\$25.20
Length of trip (in nights)	3.3	3.9
Party size per trip (in persons)	1.7	1.8

QUEBEC

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Quebec from:	Expenditures by Quebec in:	Net position of Quebec with:
Newfoundland	\$907,000	\$1,913,000 **	-\$1,006,000
Prince Edward Island	\$1,686,000 * ¹	\$1,466,000	\$220,000
Nova Scotia	\$1,925,000	\$4,152,000	-\$2,227,000
New Brunswick	\$4,956,000	\$7,032,000	-\$2,076,000
Quebec	\$166,215,000	\$166,215,000	
Ontario	\$40,497,000	\$28,370,000	\$12,127,000
Manitoba	\$1,098,000 **	\$831,000 *	\$267,000
Saskatchewan	\$341,000 **	\$776,000 *	-\$435,000
Alberta	\$939,000 *	\$2,695,000	-\$1,756,000
British Columbia	\$2,142,000 *	\$3,770,000	-\$1,628,000
Rest of Canada excluding Quebec and the Territories	\$54,491,000	\$51,005,000	\$3,486,000

¹ One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

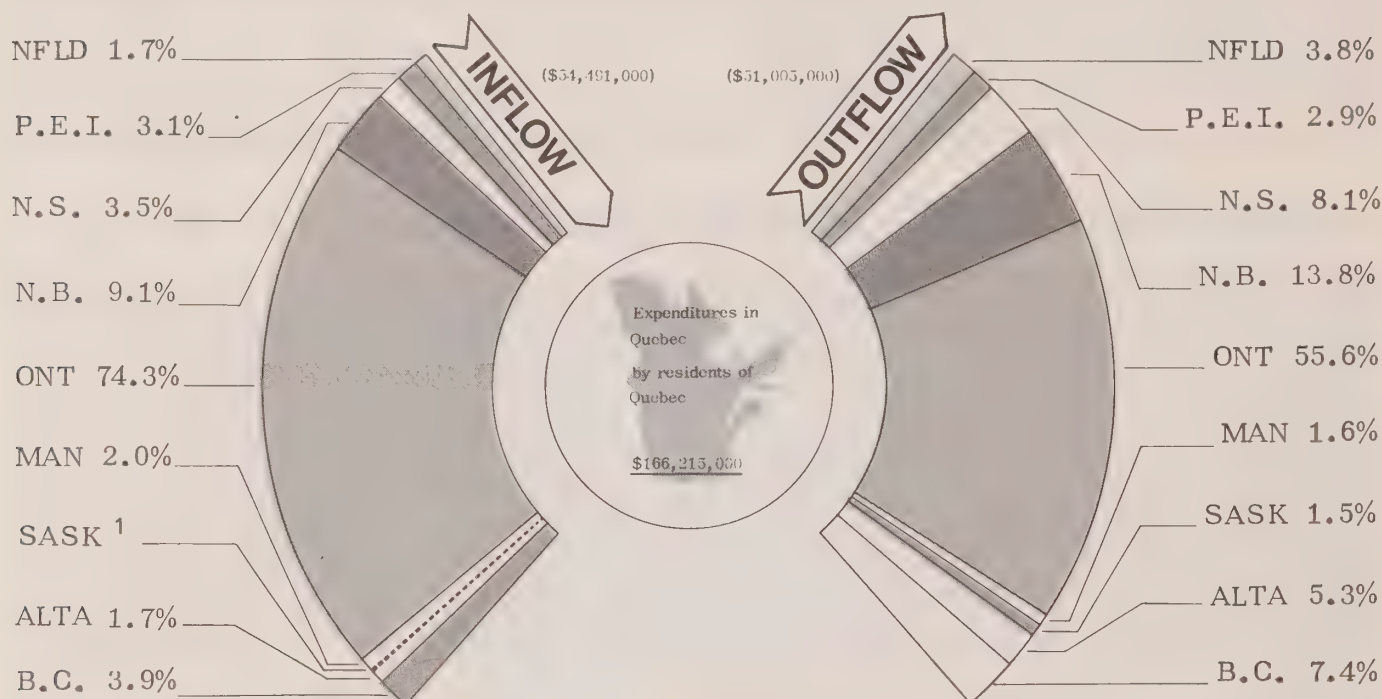
Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

QUEBEC

The province has a net surplus of \$3,486,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.

EXPENDITURE FLOWS FOR THE PROVINCE OF QUEBEC



The importance of expenditures on trips of 100 miles or more from origin in Quebec by residents of Quebec, relative to the total receipts

and expenditures of the province, is illustrated in the following diagram.

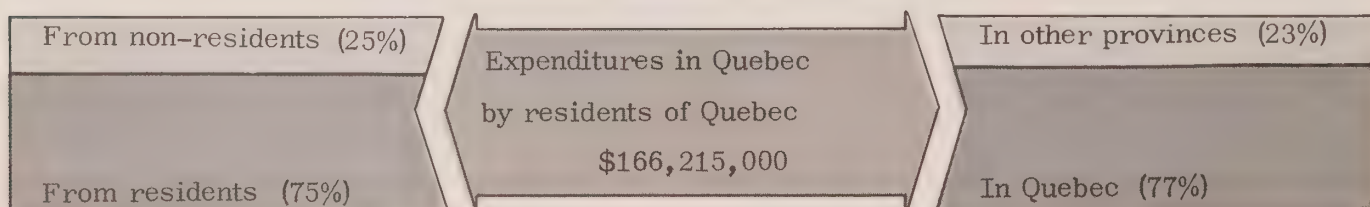
TOTAL RECEIPTS IN

Quebec

TOTAL EXPENDITURES

BY RESIDENTS OF

Quebec



1 Dotted arrows signify proportions of less than 1% of the flow.

QUEBEC

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for QUE.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Quebec From:	By Quebec Residents to:
Newfoundland	500 **	8,000
Prince Edward Island	8,200	11,900
Nova Scotia	19,500	56,600
New Brunswick	96,400	150,100
Quebec	6,388,500	6,388,500
Ontario	788,200	870,300
Manitoba	10,000 *	11,500 *
Saskatchewan	2,300 **	3,600 **
Alberta	6,100 *	8,100
British Columbia	9,100 *	22,000
Rest of Canada excluding Quebec and the Territories	940,300	1,142,100

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

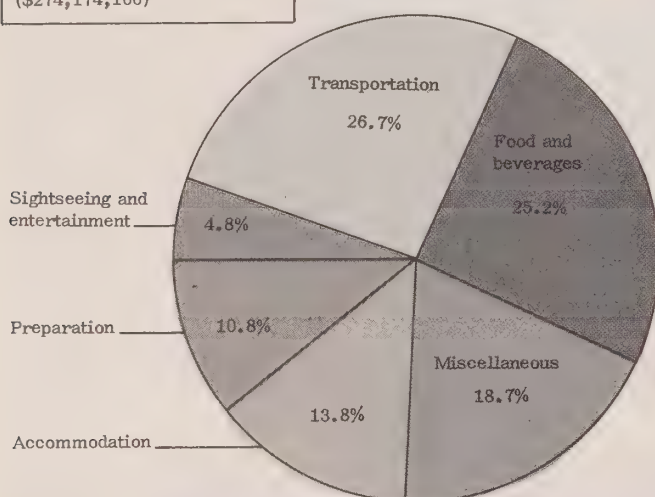
QUEBEC

2. CHARACTERISTICS

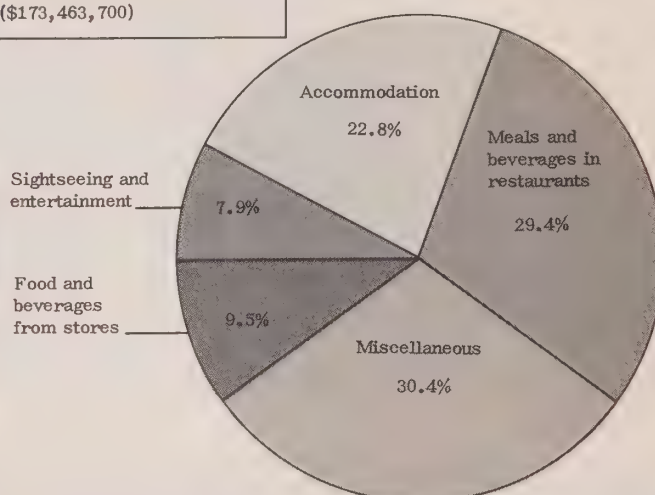
1. SOME CHARACTERISTICS OF TRAVEL IN QUEBEC

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

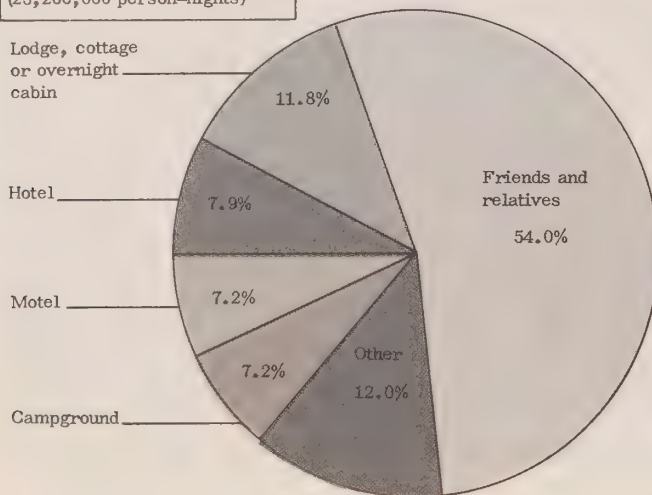
Distribution, by type, of total expenditures by this province
(\$274,174,100)



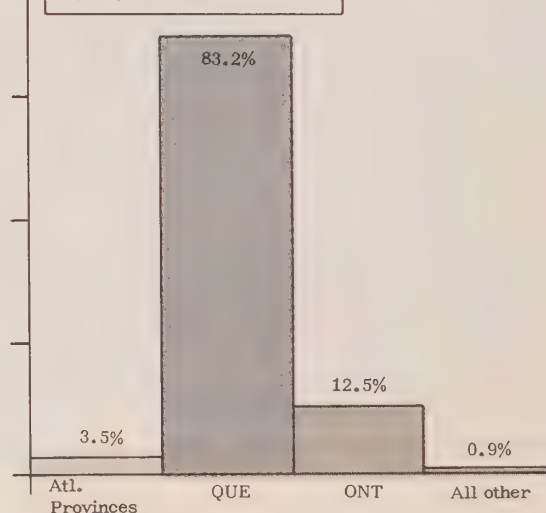
Distribution of expenditures excluding preparation and transportation in this province
(\$173,463,700)



Total person-nights by type of accommodation in this province
(23,266,000 person-nights)



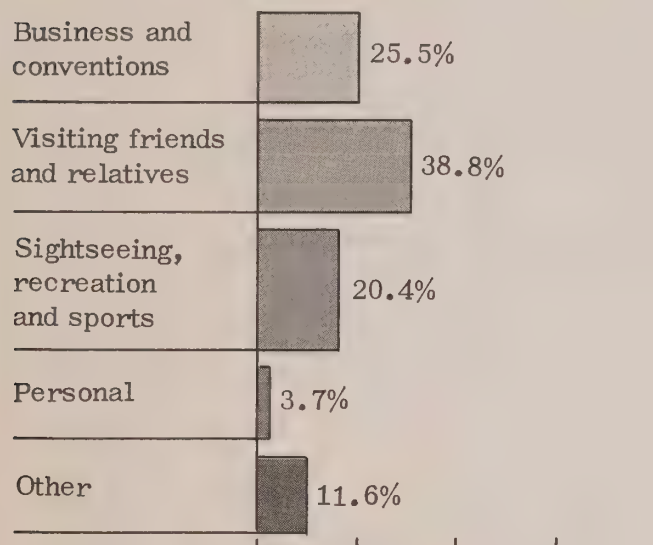
Total trips of this province's residents by destination
(4,309,500 trips)



QUEBEC

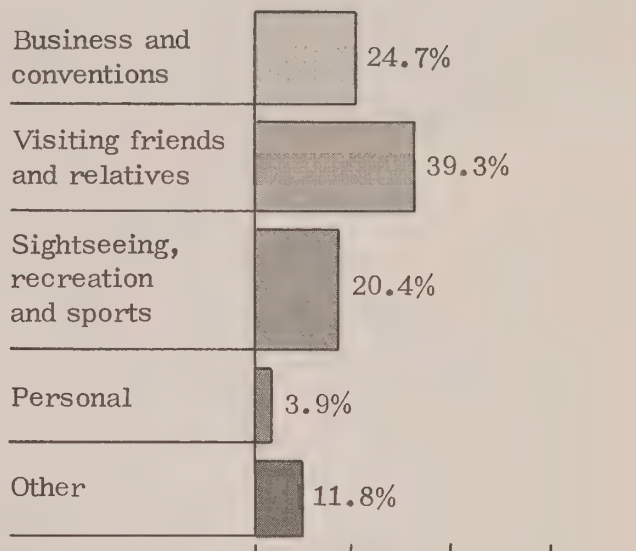
Total trips of this province's residents by purpose

(4,309,500 trips)



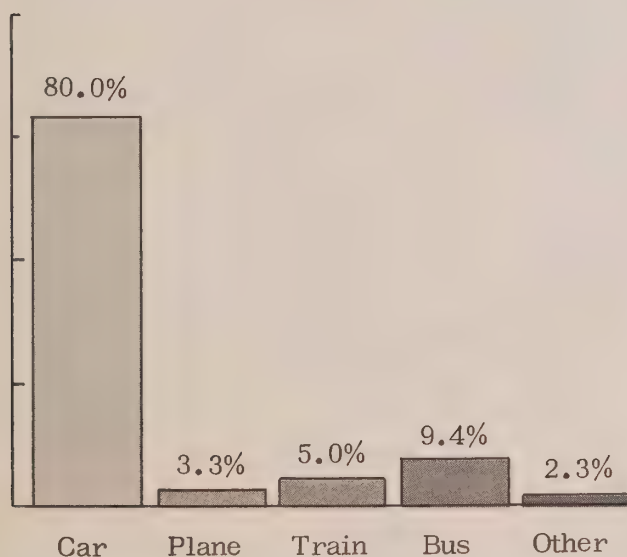
Total trips to this province by purpose

(4,171,700 trips)



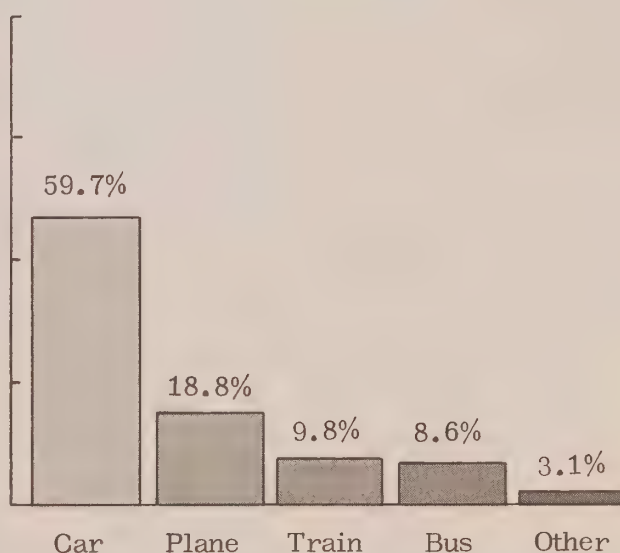
Total trips of this province's residents by mode of transportation

(4,309,500 trips)



Total transportation expenditure of this province's residents by mode

(\$73,255,000)



QUEBEC

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	QUEBEC			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	22.7%	24.3%	20.7%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	31.2%	29.8%	25.4%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	22.0%	19.5%	23.9%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	11.2%	11.9%	11.5%	11.9%	11.7%	12.3%
\$15,000 and over	12.9%	14.5%	18.5%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	21.8%	19.1%	23.6%	20.3%	18.7%	23.0%
Man, wife, child(ren)	32.1%	14.0%	15.3%	37.4%	17.0%	21.0%
Married but alone	13.5%	23.6%	26.7%	14.7%	27.1%	27.1%
Single and alone	20.1%	35.0%	27.3%	15.4%	28.5%	21.4%
Other groupings	12.5%	8.3%	7.1%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	22.7%	22.9%	12.4%	23.3%	24.0%	10.5%
1 night	20.3%	18.9%	11.4%	17.5%	16.7%	9.6%
2 nights	22.0%	20.9%	16.4%	21.3%	20.2%	13.7%
3 nights	10.9%	11.4%	11.4%	10.7%	10.5%	9.9%
4 to 6 nights	12.8%	14.9%	17.9%	12.8%	14.8%	18.5%
7 or more nights	11.3%	11.0%	30.5%	14.4%	13.8%	37.8%

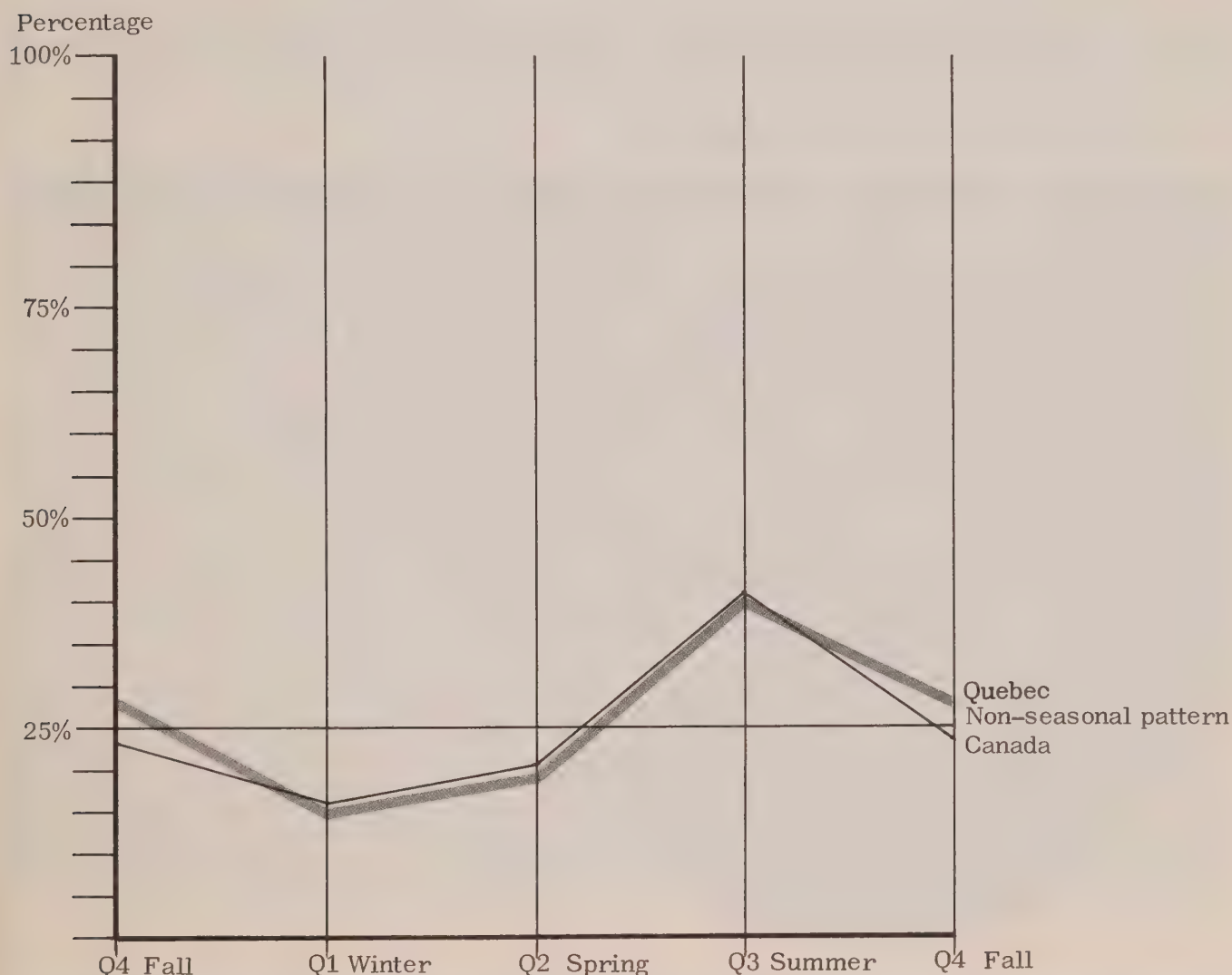
QUEBEC

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



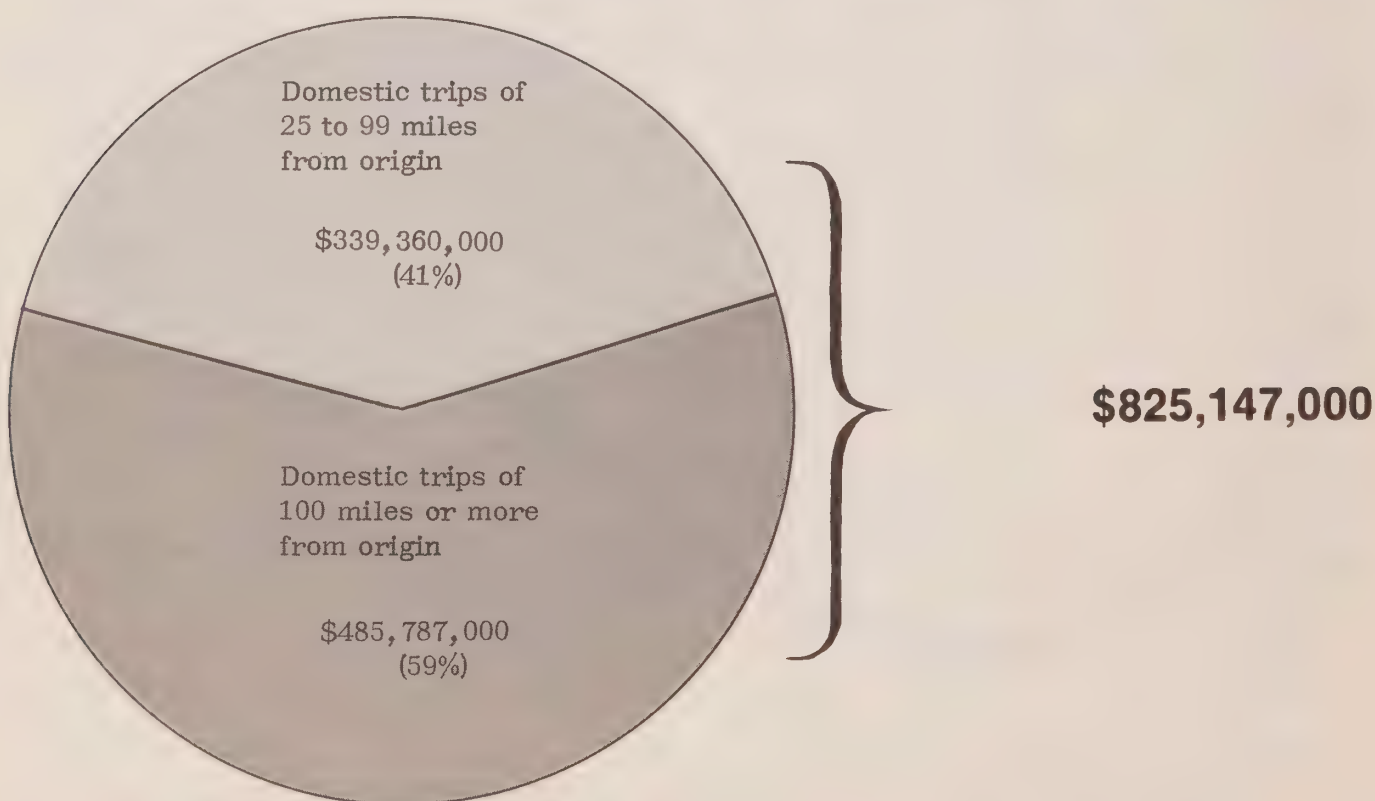
ONTARIO

Area	412,582 square miles
Population	7,703,000
Total personal income	\$30,560 million
Total personal income in the province as a percentage of the total in Canada	41.6%
Personal income per capita in the province	\$3,967
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



ONTARIO

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

59% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$82.70	\$77.90
Total expenditures per traveller	\$43.10	\$42.20
Total expenditures per person-night	\$10.80	\$10.90
Transportation expenditures per trip	\$25.10	\$23.30
Transportation expenditures per traveller	\$13.10	\$12.60
Preparation expenditures per trip	\$ 9.70	\$ 8.20
Preparation expenditures per traveller	\$ 5.10	\$ 4.40
Other expenditures per trip	\$47.90	\$46.40
Other expenditures per traveller	\$24.90	\$25.20
Length of trip (in nights)	4.0	3.9
Party size per trip (in persons)	1.9	1.8

ONTARIO

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Ontario from:	Expenditures by Ontario in:	Net position of Ontario with:
Newfoundland	\$2,465,000	\$1,475,000	\$990,000
Prince Edward Island	\$1,470,000	\$7,042,000 *	-\$5,572,000
Nova Scotia	\$4,956,000	\$7,226,000	-\$2,270,000
New Brunswick	\$3,451,000 ** ¹	\$4,409,000	-\$958,000
Quebec	\$28,370,000	\$40,497,000	-\$12,127,000
Ontario	\$216,032,000	\$216,032,000	
Manitoba	\$4,669,000	\$13,914,000	-\$9,245,000
Saskatchewan	\$2,111,000 *	\$4,185,000	-\$2,074,000
Alberta	\$3,072,000	\$13,418,000	-\$10,346,000
British Columbia	\$8,000,000	\$20,911,000	-\$12,911,000
Rest of Canada excluding Ontario and the Territories	\$58,564,000	\$113,077,000	-\$54,513,000

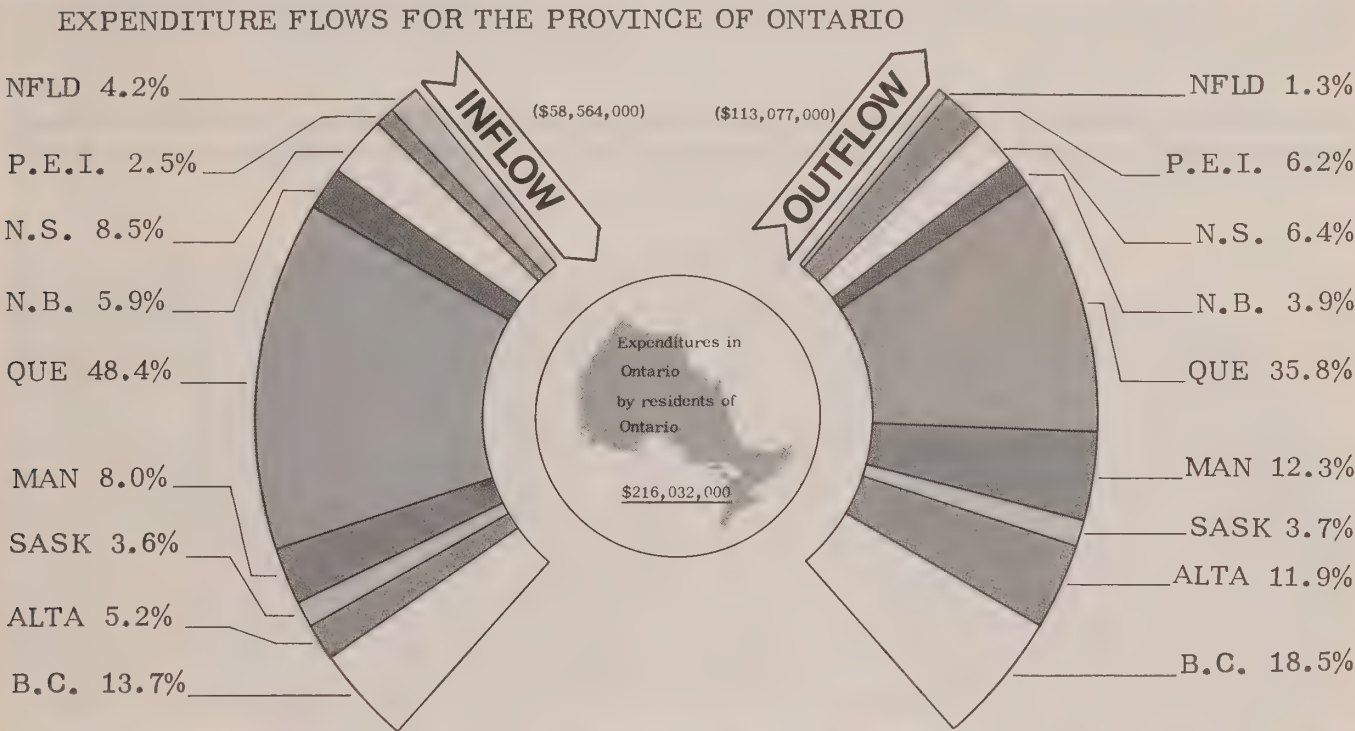
¹One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

ONTARIO

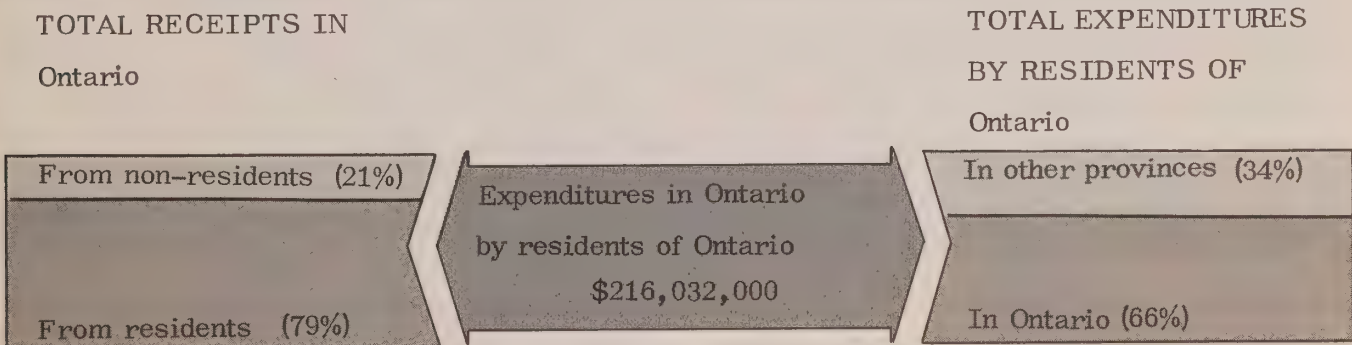
The province has a net deficit of \$54,513,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.



The importance of expenditures on trips of 100 miles or more from origin in Ontario by residents of Ontario, relative to the total receipts

and expenditures of the province, is illustrated in the following diagram.



ONTARIO

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for ONT.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Ontario From:	By Ontario Residents to:
Newfoundland	25,300	34,500
Prince Edward Island	12,500	48,900
Nova Scotia	51,700	118,100
New Brunswick	51,900	59,800
Quebec	870,300	788,200
Ontario	9,020,000	9,020,000
Manitoba	132,700	220,600 *
Saskatchewan	28,400	36,800
Alberta	23,200	77,800
British Columbia	62,500	141,500
Rest of Canada excluding Ontario and the Territories	1,258,500	1,526,200

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

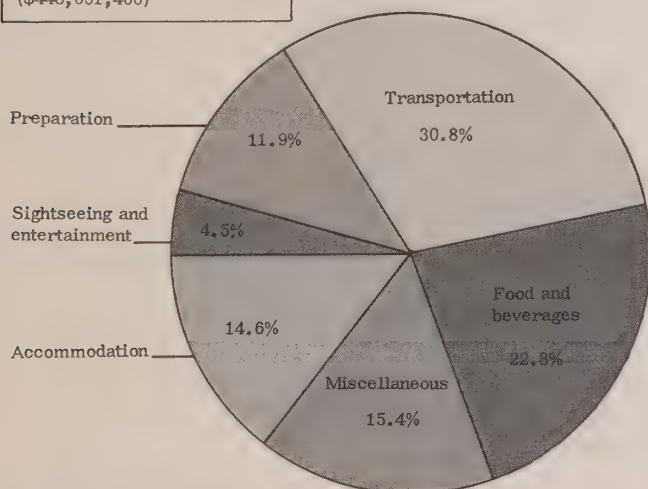
ONTARIO

2. CHARACTERISTICS

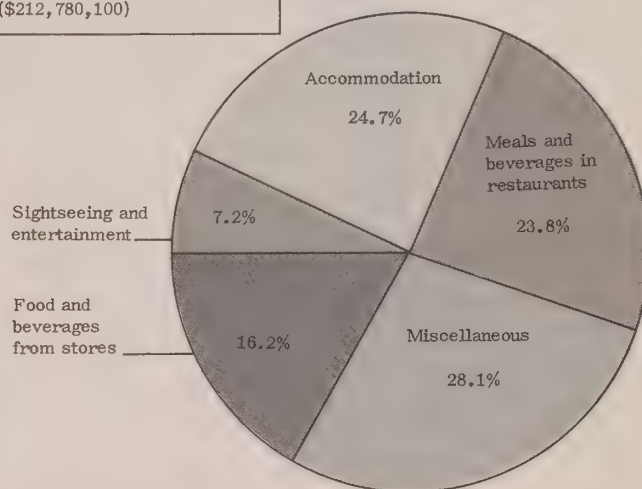
1. SOME CHARACTERISTICS OF TRAVEL IN ONTARIO

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

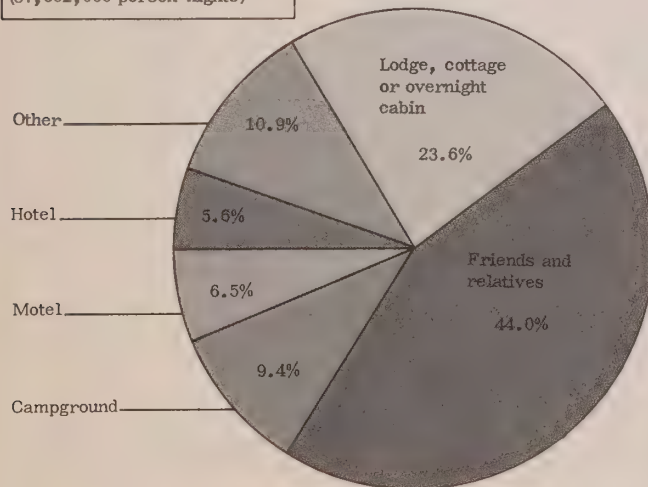
Distribution, by type, of total expenditures by this province
(\$448,051,400)



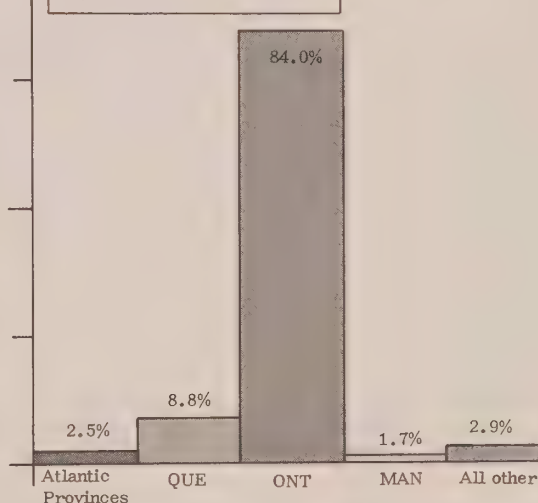
Distribution of expenditures excluding preparation and transportation in this province
(\$212,780,100)



Total person-nights by type of accommodation in this province
(37,602,000 person-nights)



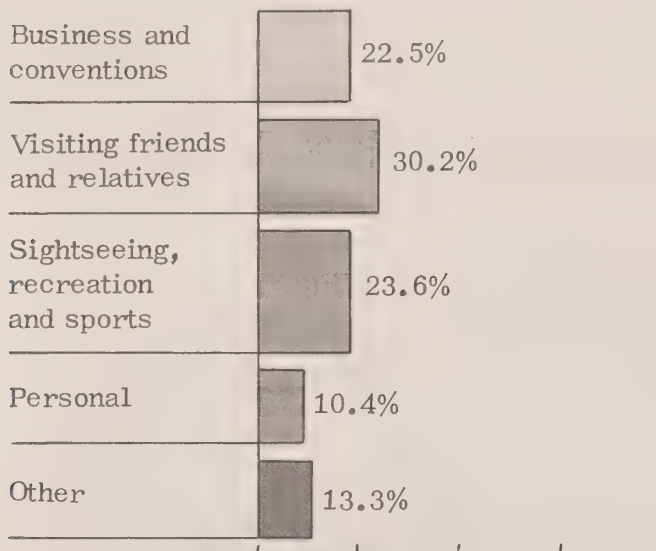
Total trips of this province's residents by destination
(5,497,200 trips)



ONTARIO

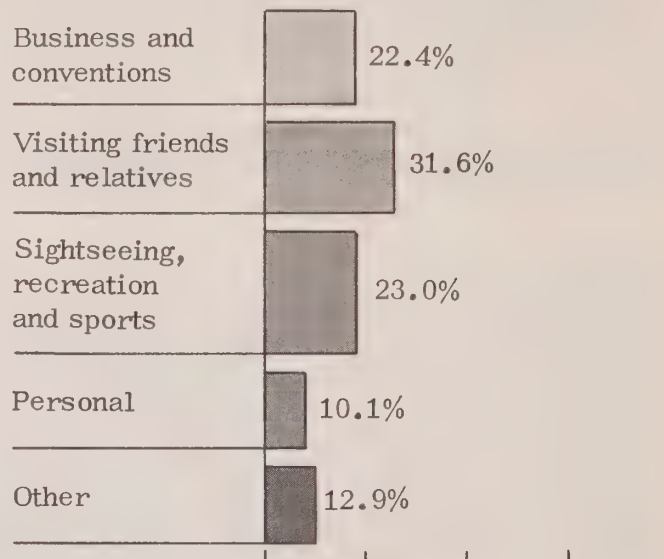
Total trips of this province's residents by purpose

(5,497,200 trips)



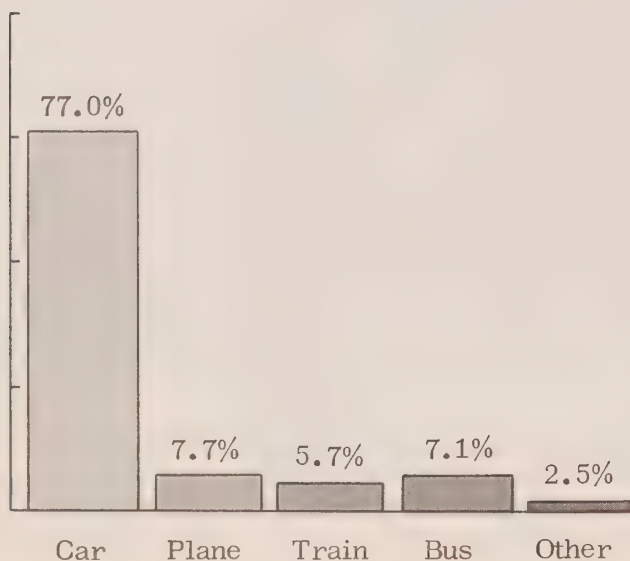
Total trips to this province by purpose

(5,399,400 trips)



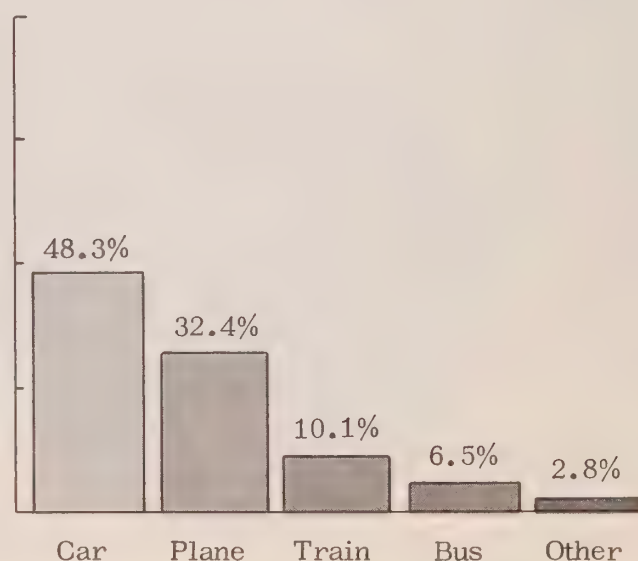
Total trips of this province's residents by mode of transportation

(5,497,200 trips)



Total transportation expenditure of this province's residents by mode

(\$137,919,000)



ONTARIO

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	ONTARIO			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	13.8%	15.8%	13.5%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	22.7%	20.6%	20.3%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	24.6%	24.3%	23.5%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	15.7%	16.5%	14.3%	11.9%	11.7%	12.3%
\$15,000 and over	23.2%	22.8%	28.4%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	20.6%	19.8%	22.8%	20.3%	18.7%	23.0%
Man, wife, child(ren)	40.0%	18.7%	23.0%	37.4%	17.0%	21.0%
Married but alone	14.6%	28.0%	27.1%	14.7%	27.1%	27.1%
Single and alone	12.8%	24.6%	19.2%	15.4%	28.5%	21.4%
Other groupings	12.0%	8.9%	7.9%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	20.2%	20.8%	9.1%	23.3%	24.0%	10.5%
1 night	17.1%	17.5%	9.4%	17.5%	16.7%	9.6%
2 nights	24.0%	22.9%	14.3%	21.3%	20.2%	13.7%
3 nights	11.9%	11.0%	10.3%	10.7%	10.5%	9.9%
4 to 6 nights	12.0%	13.9%	17.1%	12.8%	14.8%	18.5%
7 or more nights	14.8%	13.9%	39.8%	14.4%	13.8%	37.8%

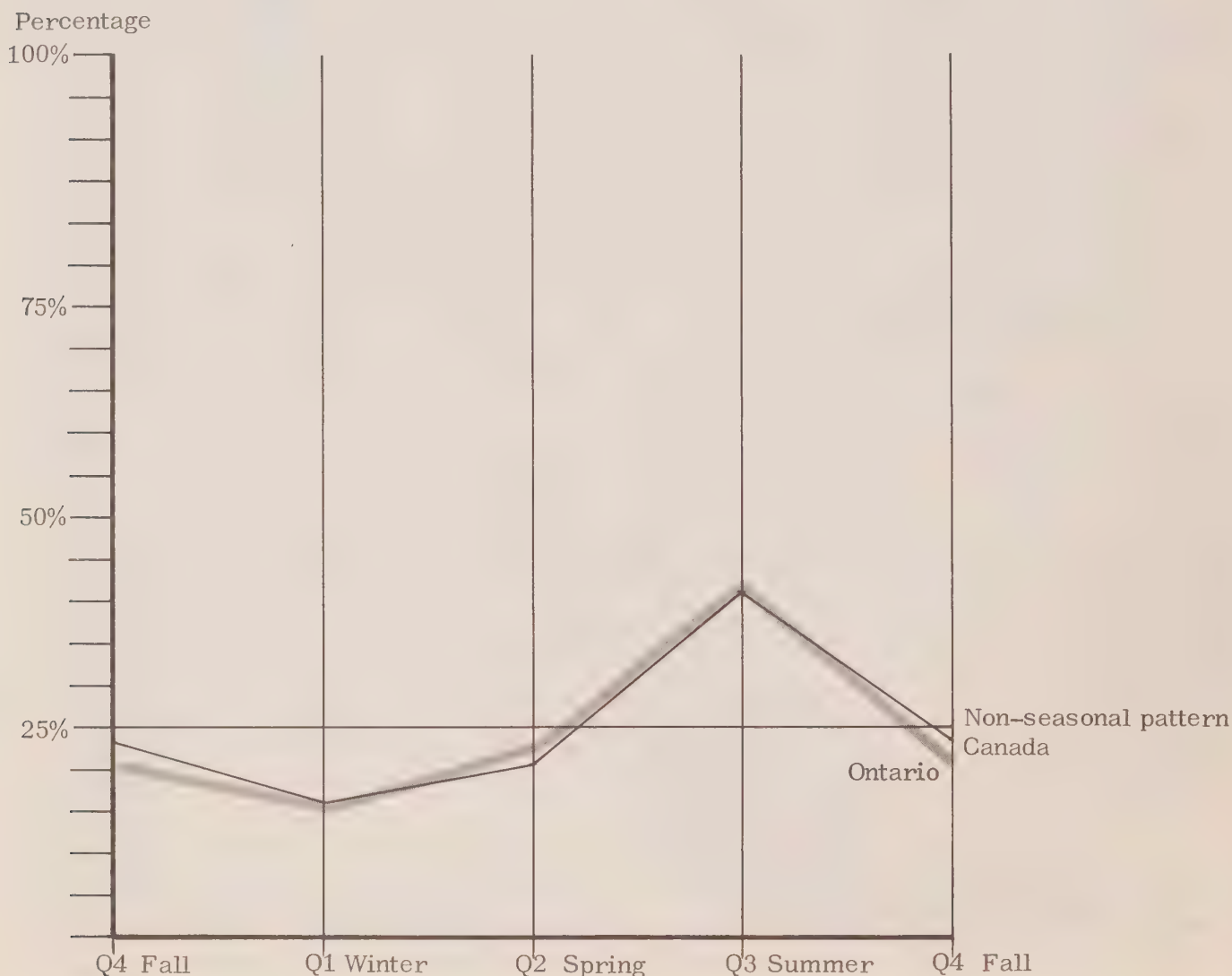
ONTARIO

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



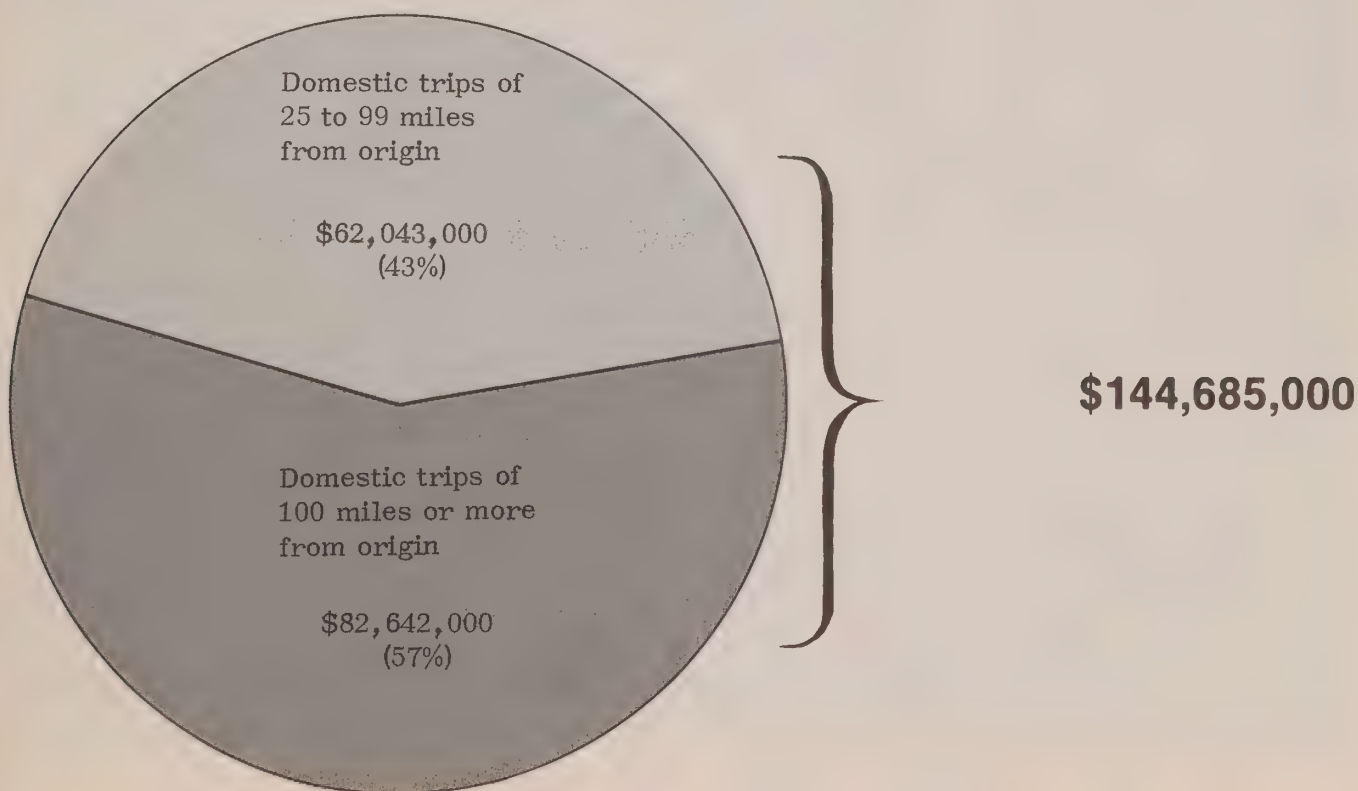
MANITOBA

Area	251,000 square miles
Population	988,000
Total personal income	\$3,165 million
Total personal income in the province as a percentage of the total in Canada	4.3%
Personal income per capita in the province	\$3,203
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



MANITOBA

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

57% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$73.70	\$77.90
Total expenditures per traveller	\$38.80	\$42.20
Total expenditures per person-night	\$10.40	\$10.90
Transportation expenditures per trip	\$24.50	\$23.30
Transportation expenditures per traveller	\$12.90	\$12.60
Preparation expenditures per trip	\$ 7.40	\$ 8.20
Preparation expenditures per traveller	\$ 3.90	\$ 4.40
Other expenditures per trip	\$41.80	\$46.40
Other expenditures per traveller	\$22.00	\$25.20
Length of trip (in nights)	3.7	3.9
Party size per trip (in persons)	1.9	1.8

MANITOBA

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Manitoba from:	Expenditures by Manitoba in:	Net position of Manitoba with:
Newfoundland	\$87,000 ** ¹	—	\$87,000
Prince Edward Island	\$36,000 **	\$4,000 **	\$32,000
Nova Scotia	\$94,000 **	\$204,000 *	-\$110,000
New Brunswick	\$181,000 **	\$132,000 **	\$49,000
Quebec	\$831,000 *	\$1,098,000 **	-\$267,000
Ontario	\$13,914,000	\$4,669,000	\$9,245,000
Manitoba	\$25,523,000	\$25,523,000	
Saskatchewan	\$9,308,000 *	\$5,315,000	\$3,993,000
Alberta	\$2,221,000 *	\$4,159,000	-\$1,938,000
British Columbia	\$2,427,000	\$5,953,000 *	-\$3,526,000
Rest of Canada excluding Manitoba and the Territories	\$29,099,000	\$21,534,000	\$7,565,000

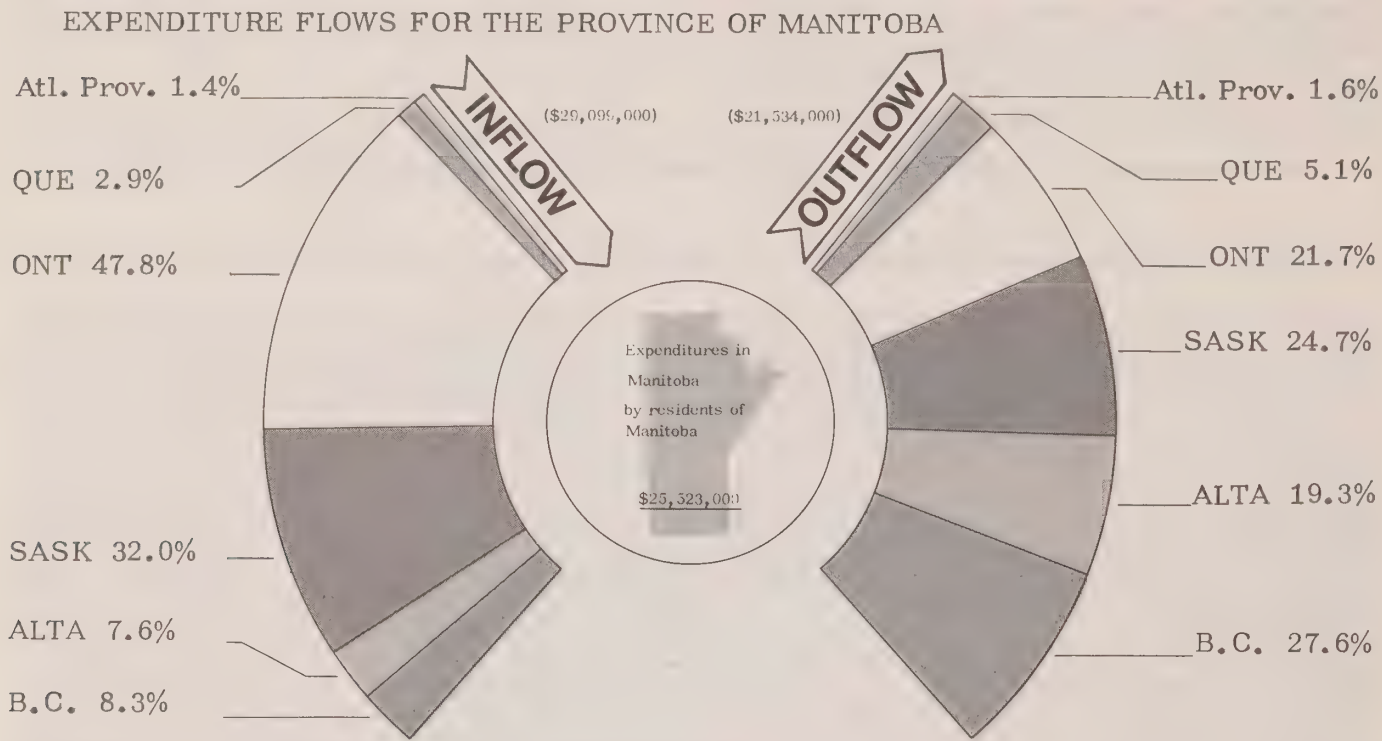
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Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

MANITOBA

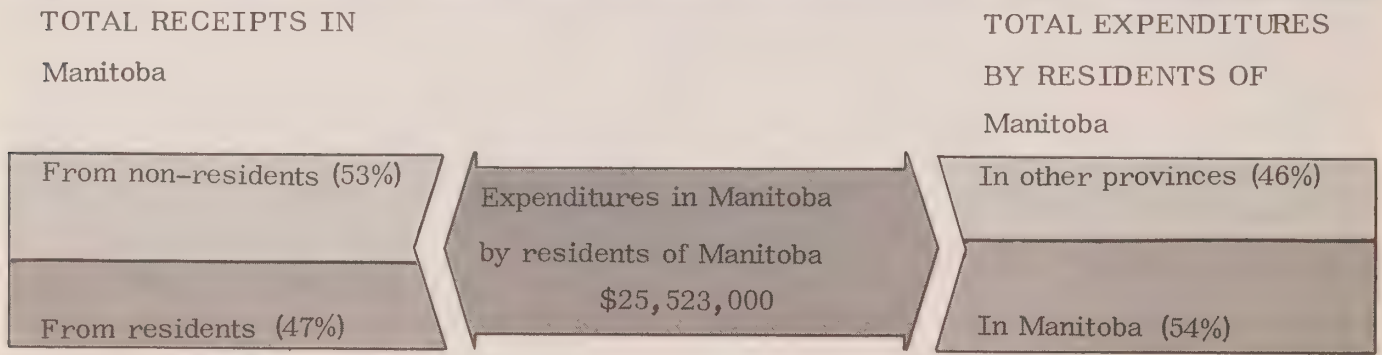
The province has a net surplus of \$7,565,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.



The importance of expenditures on trips of 100 miles or more from origin in Manitoba by residents of Manitoba, relative to the total receipts

and expenditures of the province, is illustrated in the following diagram.



MANITOBA

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for MAN.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Manitoba From:	By Manitoba Residents to:
Newfoundland	500 **	1,400 **
Prince Edward Island	900 *	—
Nova Scotia	1,000 **	3,300 *
New Brunswick	700 **	2,100 **
Quebec	11,500 *	10,000 *
Ontario	220,600 *	132,700
Manitoba	1,293,200	1,293,200
Saskatchewan	179,500 *	164,900
Alberta	50,200	35,800
British Columbia	39,800	63,900
Rest of Canada excluding Manitoba and the Territories	504,700	414,100

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

MANITOBA

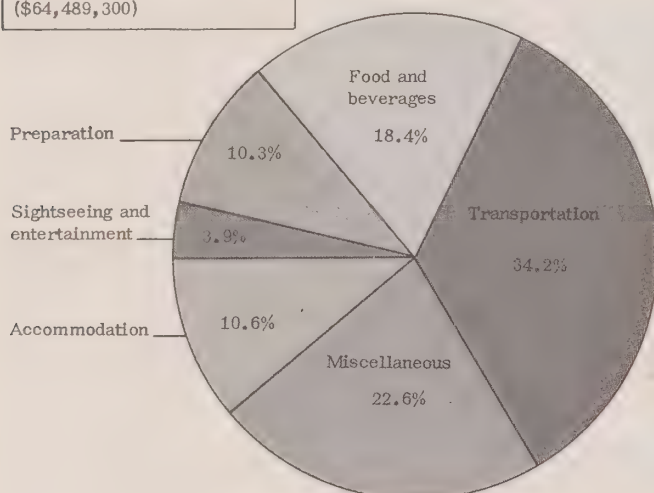
2. CHARACTERISTICS

1. SOME CHARACTERISTICS OF TRAVEL IN MANITOBA

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

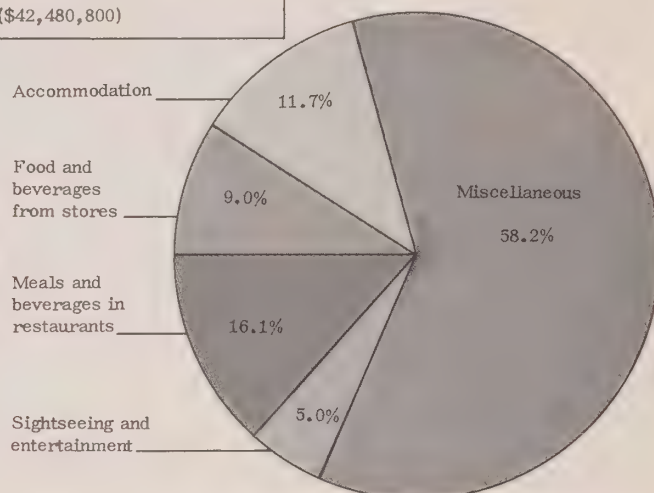
Distribution, by type, of total expenditures by this province

(\$64,489,300)



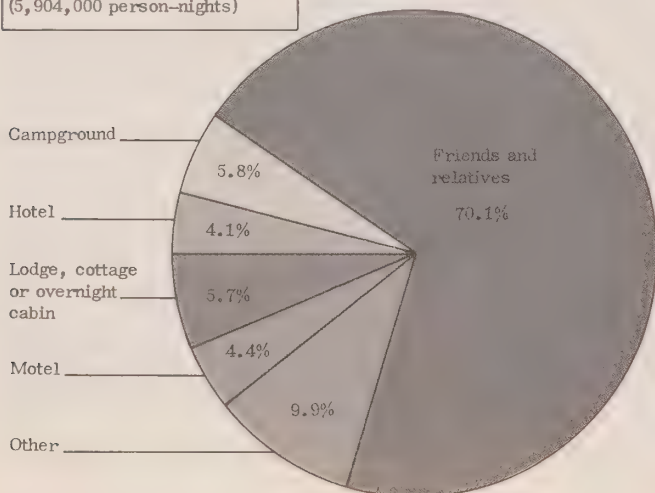
Distribution of expenditures excluding preparation and transportation in this province

(\$42,480,800)



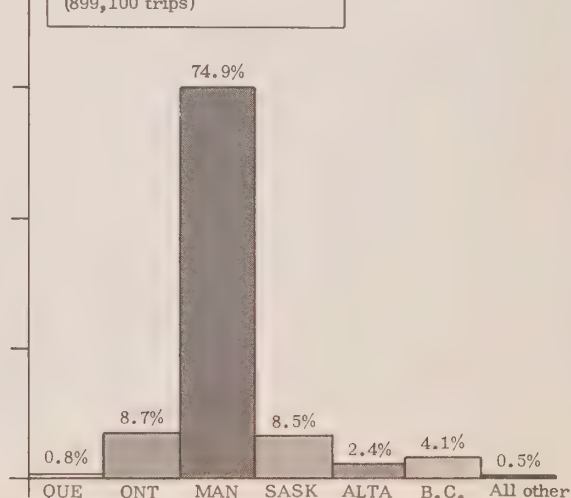
Total person-nights by type of accommodation in this province

(5,904,000 person-nights)



Total trips of this province's residents by destination

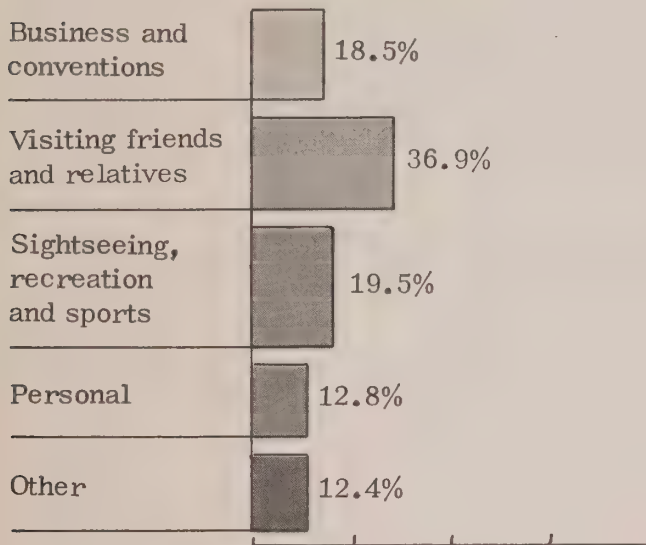
(899,100 trips)



MANITOBA

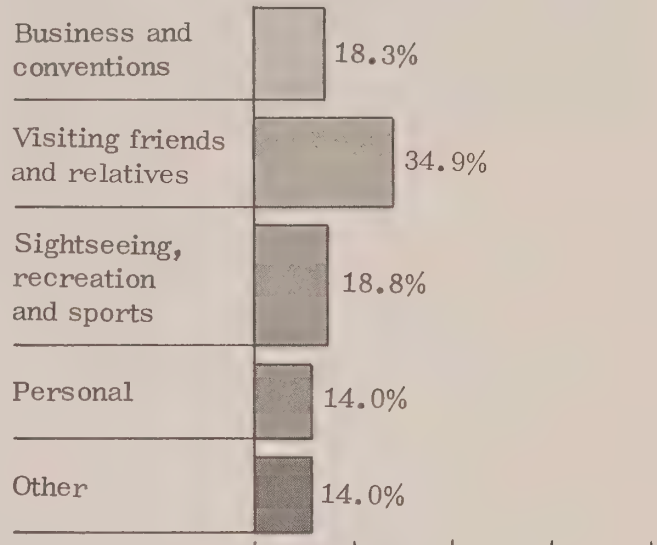
Total trips of this province's residents by purpose

(899,000 trips)



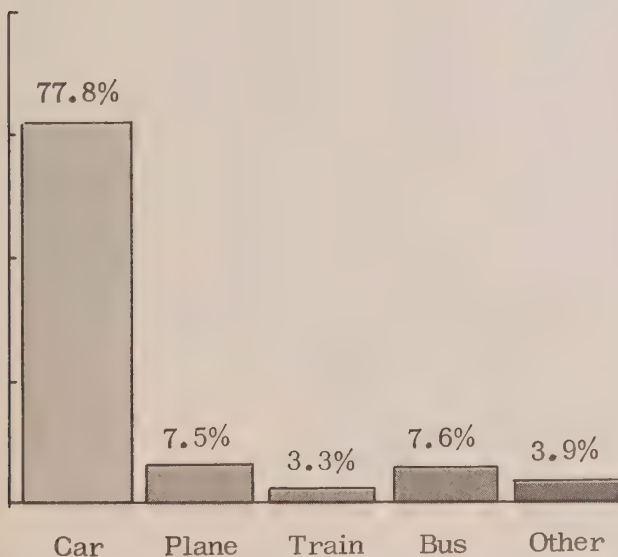
Total trips to this province by purpose

(900,900 trips)



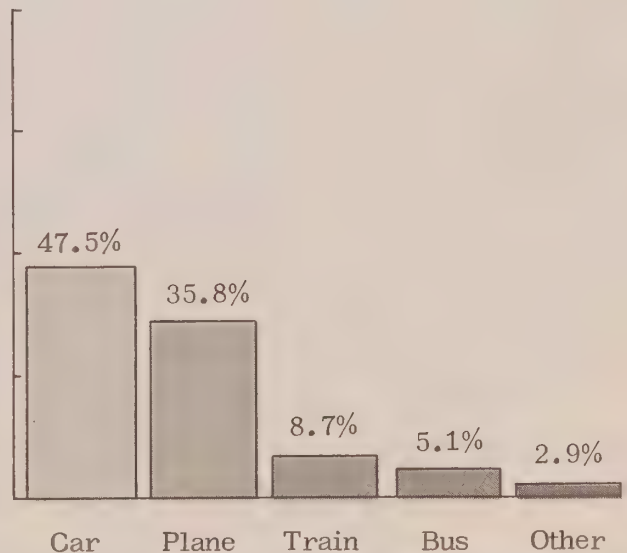
Total trips of this province's residents by mode of transportation

(899,000 trips)



Total transportation expenditure of this province's residents by mode

(\$22,049,000)



MANITOBA

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	MANITOBA			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	29.9%	31.4%	21.7%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	28.1%	27.6%	25.9%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	24.1%	24.3%	28.3%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	8.3%	6.2%	7.7%	11.9%	11.7%	12.3%
\$15,000 and over	9.6%	10.5%	16.4%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	23.3%	22.2%	28.7%	20.3%	18.7%	23.0%
Man, wife, child(ren)	39.4%	19.3%	20.3%	37.4%	17.0%	21.0%
Married but alone	11.1%	21.1%	24.9%	14.7%	27.1%	27.1%
Single and alone	15.5%	29.3%	18.0%	15.4%	28.5%	21.4%
Other groupings	10.7%	8.1%	8.1%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	31.8%	31.8%	12.9%	23.3%	24.0%	10.5%
1 night	19.1%	16.7%	12.1%	17.5%	16.7%	9.6%
2 nights	17.5%	16.5%	11.7%	21.3%	20.2%	13.7%
3 nights	8.1%	8.4%	9.2%	10.7%	10.5%	9.9%
4 to 6 nights	9.0%	10.2%	14.4%	12.8%	14.8%	18.5%
7 or more nights	14.5%	16.4%	39.7%	14.4%	13.8%	37.8%

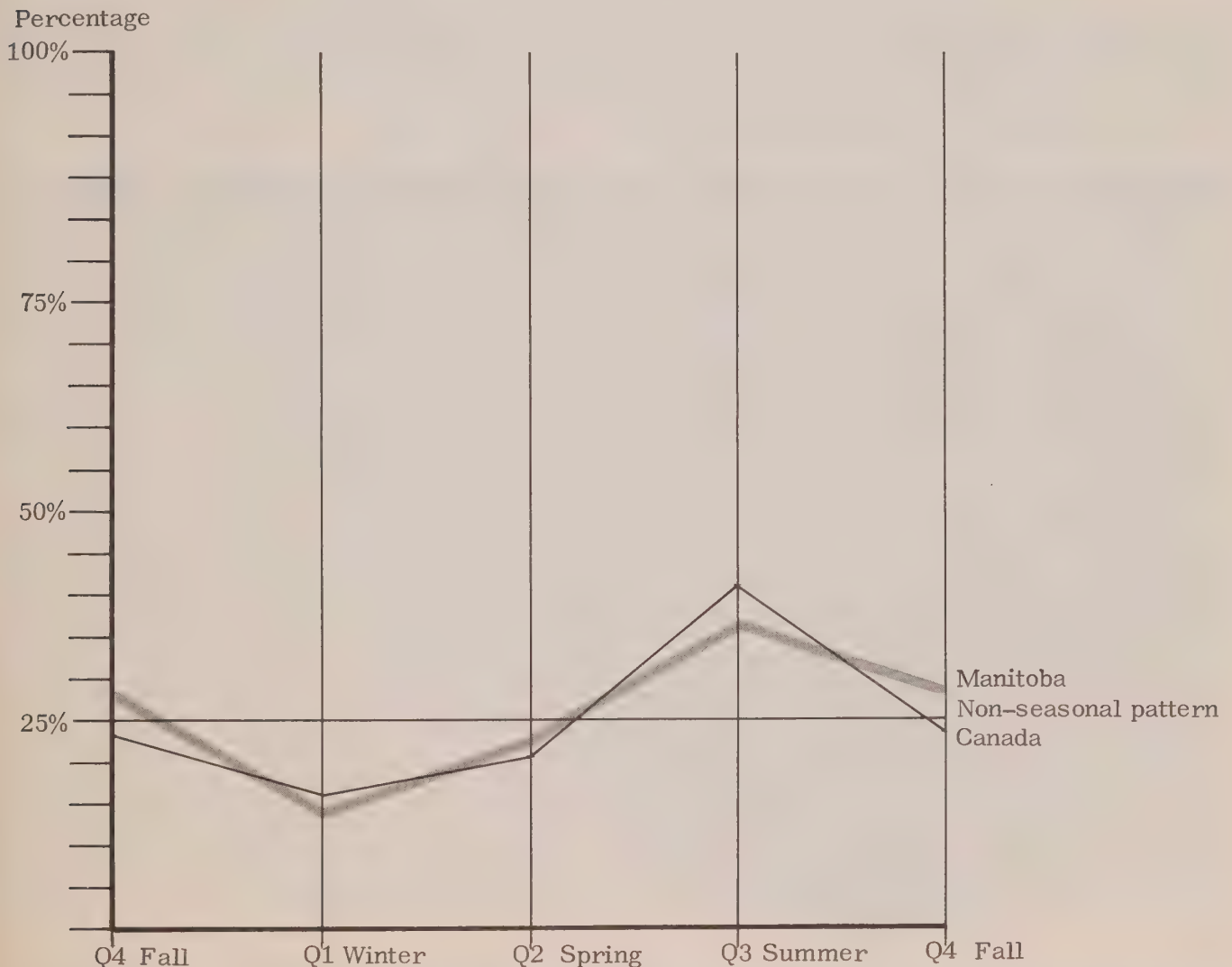
MANITOBA

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



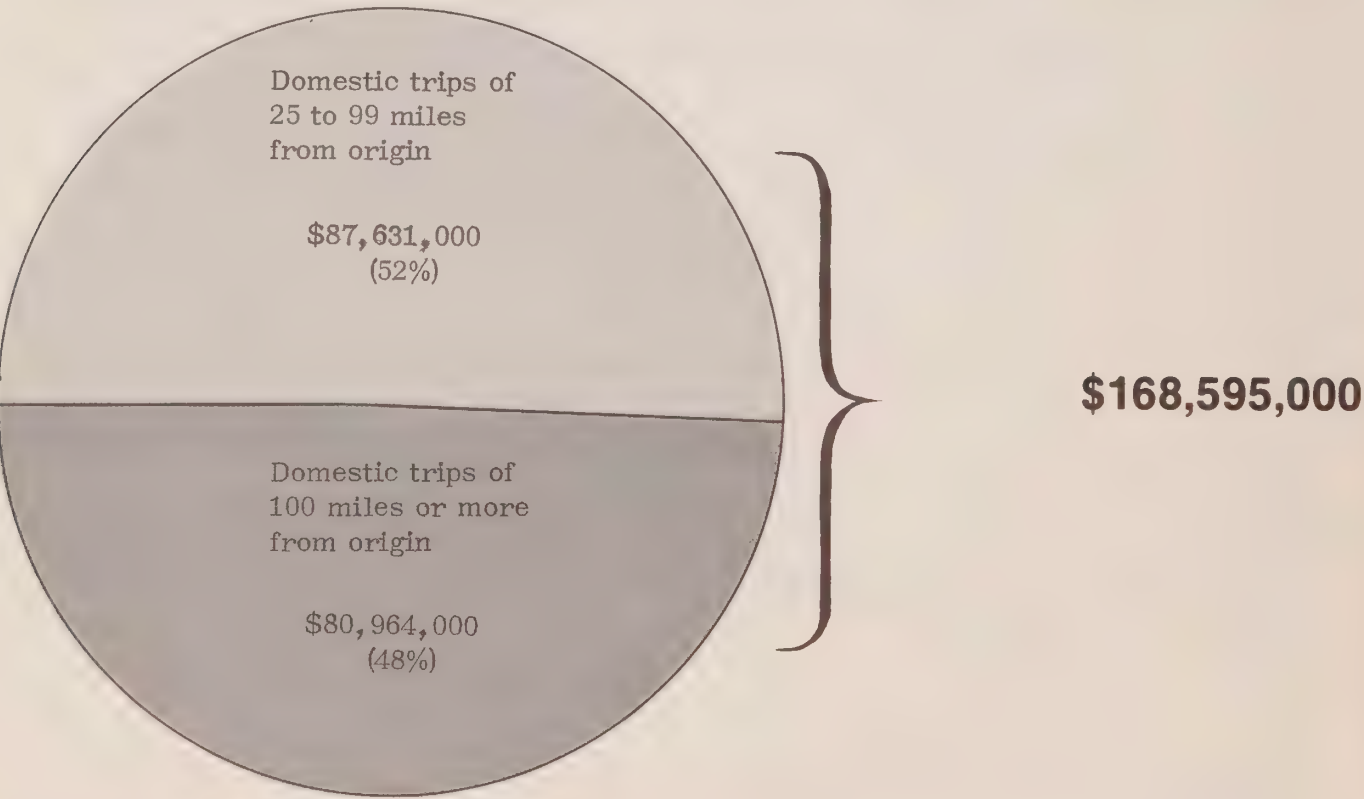
SASKATCHEWAN

Area	251,700 square miles
Population	926,000
Total personal income	\$2,572 million
Total personal income in the province as a percentage of the total in Canada	3.5%
Personal income per capita in the province	\$2,778
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



SASKATCHEWAN

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

48% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$66.90	\$77.90
Total expenditures per traveller	\$33.20	\$42.20
Total expenditures per person-night	\$10.20	\$10.90
Transportation expenditures per trip	\$16.60	\$23.30
Transportation expenditures per traveller	\$ 8.20	\$12.60
Preparation expenditures per trip	\$ 5.50	\$ 8.20
Preparation expenditures per traveller	\$ 2.70	\$ 4.40
Other expenditures per trip	\$44.80	\$46.40
Other expenditures per traveller	\$22.30	\$25.20
Length of trip (in nights)	3.3	3.9
Party size per trip (in persons)	2.0	1.8

SASKATCHEWAN

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Saskatchewan from:	Expenditures by Saskatchewan in:	Net position of Saskatchewan with:
Newfoundland	-	-	-
Prince Edward Island	\$2,000 ** ¹	\$20,000 **	-\$18,000
Nova Scotia	\$174,000 **	\$126,000 **	\$48,000
New Brunswick	\$10,000 **	\$6,000 **	\$4,000
Quebec	\$776,000 *	\$341,000 **	\$435,000
Ontario	\$4,185,000	\$2,111,000 *	\$2,074,000
Manitoba	\$5,315,000	\$9,308,000 *	-\$3,993,000
Saskatchewan	\$38,604,000	\$38,604,000	
Alberta	\$8,067,000	\$18,069,000	-\$10,002,000
British Columbia	\$3,071,000	\$5,675,000	-\$2,604,000
Rest of Canada excluding Saskatchewan and the Territories	\$21,600,000	\$35,656,000	-\$14,056,000

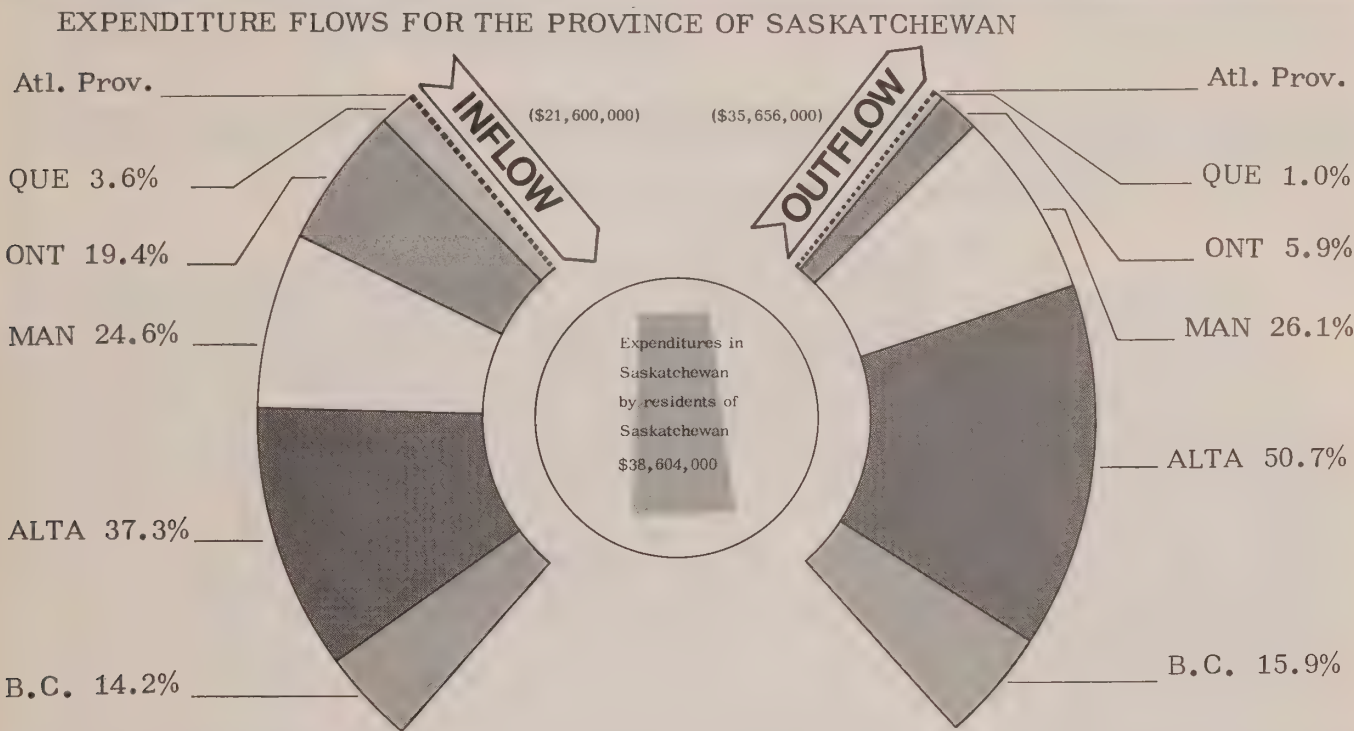
¹One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

SASKATCHEWAN

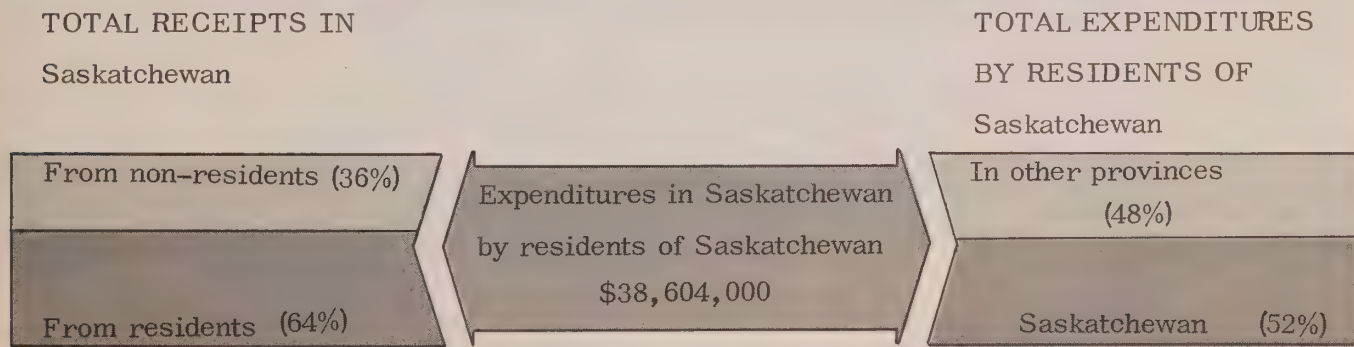
The province has a net deficit of \$14,056,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.



The importance of expenditures on trips of 100 miles or more from origin in Saskatchewan by residents of Saskatchewan, relative to the total

receipts and expenditures of the province, is illustrated in the following diagram.



1 Dotted arrows signify proportions of less than 1% of the flow.

SASKATCHEWAN

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for SASK.

These are tabulated by origin of person-trips and by destination.

The meaning of 'person-trip' may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Saskatchewan From:	By Saskatchewan Residents to:
Newfoundland	-	-
Prince Edward Island	-	-
Nova Scotia	1,300**	1,900**
New Brunswick	-	-
Quebec	3,600**	2,300**
Ontario	36,800	28,400
Manitoba	164,900	179,500*
Saskatchewan	2,003,400	2,003,400
Alberta	214,800	362,400
British Columbia	52,700	94,900
Rest of Canada excluding Saskatchewan and the Territories	474,100	669,400

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

SASKATCHEWAN

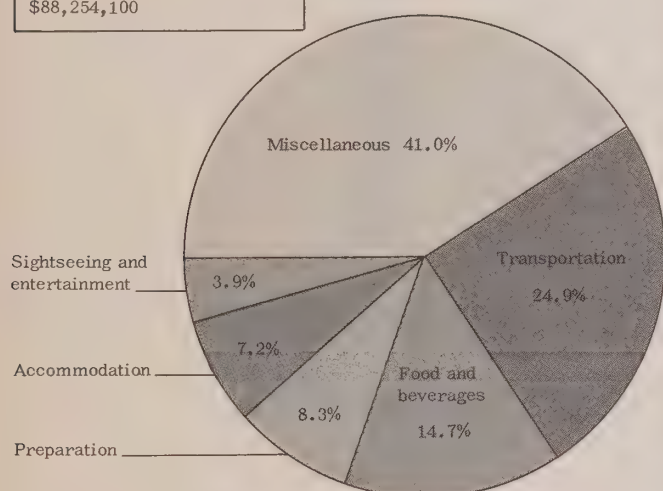
2. CHARACTERISTICS

1. SOME CHARACTERISTICS OF TRAVEL IN SASKATCHEWAN

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

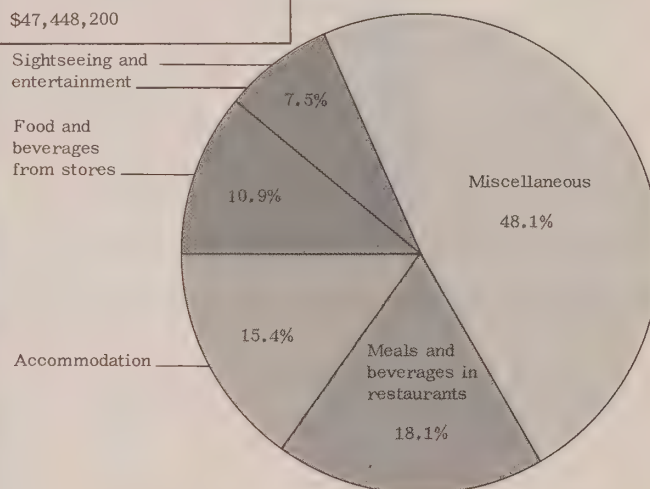
Distribution, by type, of total expenditures by this province

\$88,254,100

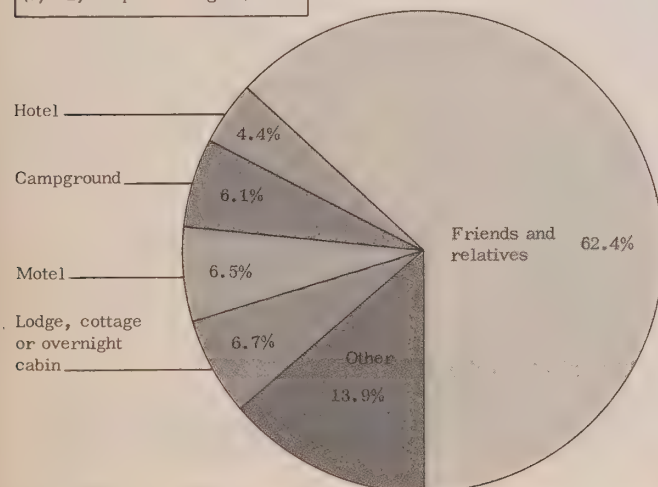


Distribution of expenditures excluding preparation and transportation in this province

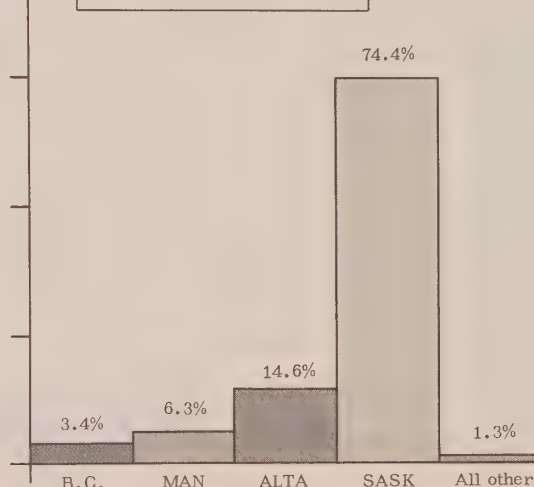
\$47,448,200



Total person-nights by type of accommodation in this province
(7,501,000 person-nights)



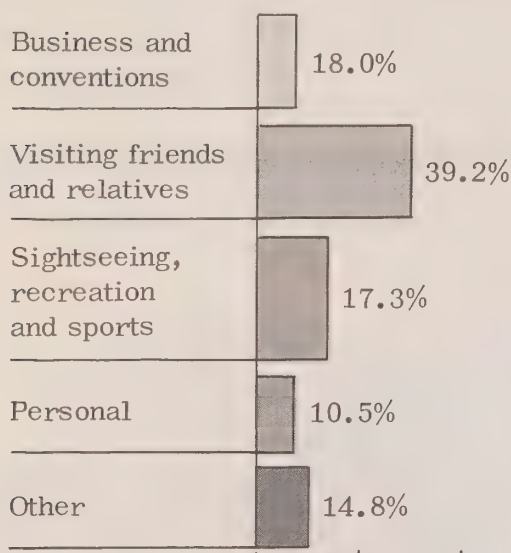
Total trips of this province's residents by destination
(1,326,500 trips)



SASKATCHEWAN

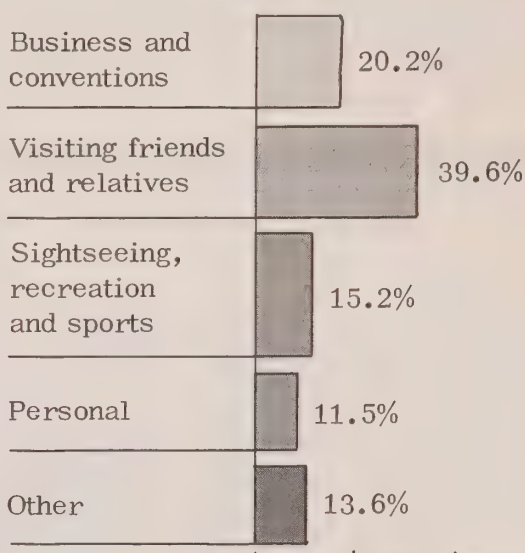
Total trips of this province's residents by purpose

(1,326,500 trips)



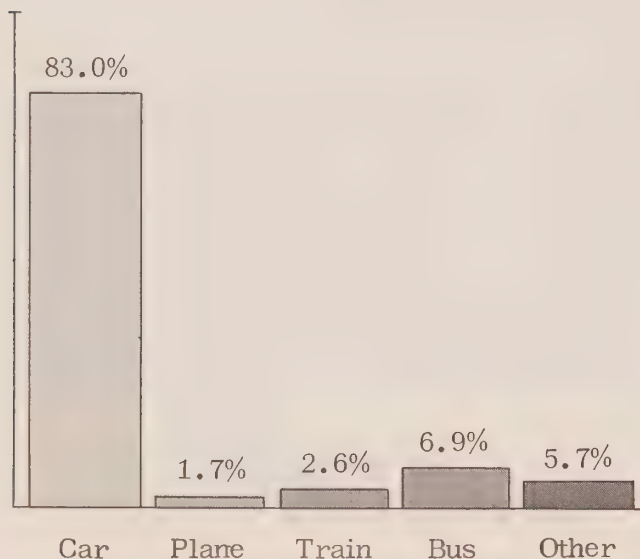
Total trips to this province by purpose

(1,234,000 trips)



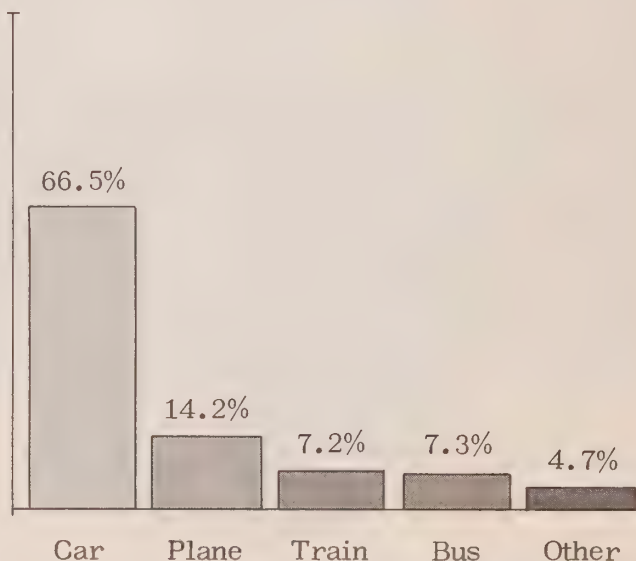
Total trips of this province's residents by mode of transportation

(1,326,500 trips)



Total transportation expenditure of this province's residents by mode

(\$22,003,000)



SASKATCHEWAN

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	SASKATCHEWAN			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	34.4%	37.6%	28.2%	22.5%	24.4%	18.9%
\$6,000 – \$8,999	35.0%	31.5%	36.4%	26.9%	24.9%	23.3%
\$9,000 – \$11,999	16.6%	17.4%	19.5%	23.1%	22.3%	24.6%
\$12,000 – \$14,999	7.2%	5.5%	7.3%	11.9%	11.7%	12.3%
\$15,000 and over	6.8%	8.0%	8.6%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	20.8%	20.9%	24.6%	20.3%	18.7%	23.0%
Man, wife, child(ren)	41.9%	20.7%	27.6%	37.4%	17.0%	21.0%
Married but alone	9.8%	19.8%	22.1%	14.7%	27.1%	27.1%
Single and alone	13.5%	27.3%	19.1%	15.4%	28.5%	21.4%
Other groupings	14.0%	11.3%	6.6%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	32.7%	33.9%	25.8%	23.3%	24.0%	10.5%
1 night	18.3%	17.8%	10.7%	17.5%	16.7%	9.6%
2 nights	18.3%	16.5%	11.2%	21.3%	20.2%	13.7%
3 nights	9.6%	9.5%	8.5%	10.7%	10.5%	9.9%
4 to 6 nights	10.3%	11.2%	15.5%	12.8%	14.8%	18.5%
7 or more nights	10.8%	11.1%	28.3%	14.4%	13.8%	37.8%

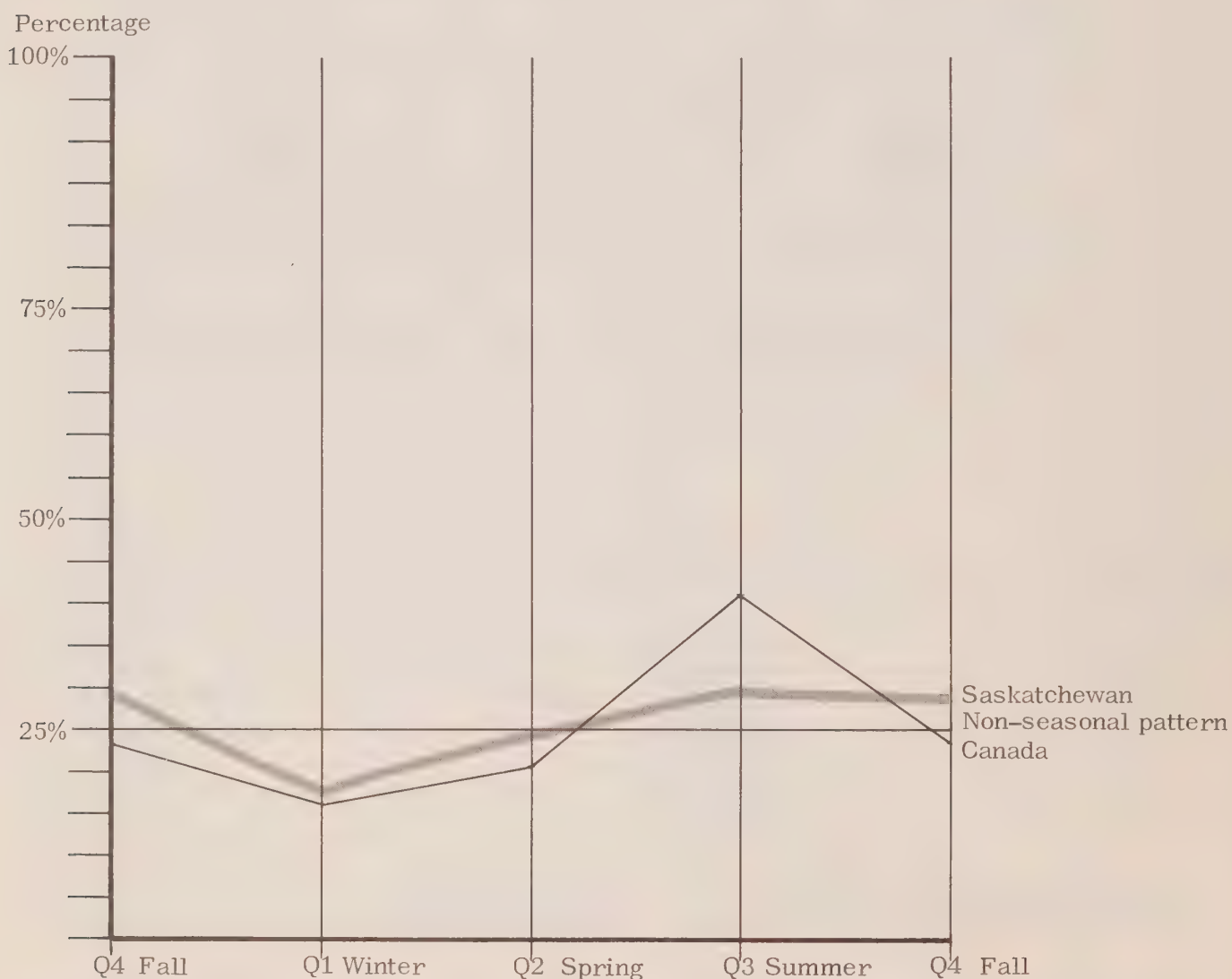
SASKATCHEWAN

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a 'non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the 'non-seasonal' pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



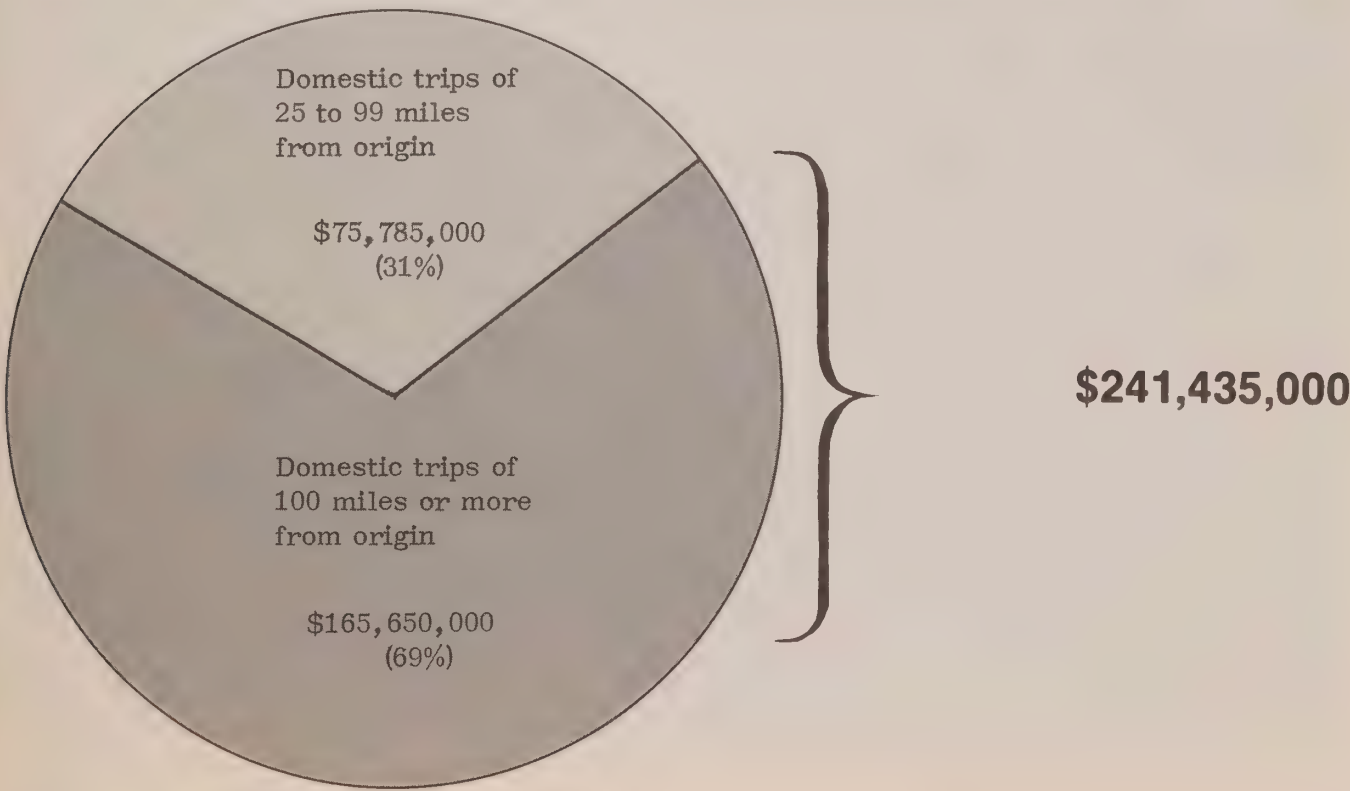
ALBERTA

Area	255,285 square miles
Population	1,628,000
Total personal income	\$5,544 million
Total personal income in the province as a percentage of the total in Canada	7.5%
Personal income per capita in the province	\$3,405
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



ALBERTA

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

69% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$70.20	\$77.90
Total expenditures per traveller	\$38.40	\$42.20
Total expenditures per person-night	\$10.80	\$10.90
Transportation expenditures per trip	\$22.10	\$23.30
Transportation expenditures per traveller	\$12.10	\$12.60
Preparation expenditures per trip	\$ 5.30	\$ 8.20
Preparation expenditures per traveller	\$ 2.90	\$ 4.40
Other expenditures per trip	\$42.80	\$46.40
Other expenditures per traveller	\$23.40	\$25.20
Length of trip (in nights)	3.6	3.9
Party size per trip (in persons)	1.8	1.8

ALBERTA

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to Alberta from:	Expenditures by Alberta in:	Net position of Alberta with:
Newfoundland	—	—	—
Prince Edward Island	\$253,000 ** ¹	—	\$253,000
Nova Scotia	\$183,000	\$174,000 **	\$9,000
New Brunswick	\$132,000 **	\$32,000 **	\$100,000
Quebec	\$2,695,000	\$939,000 *	\$1,756,000
Ontario	\$13,418,000	\$3,072,000	\$10,346,000
Manitoba	\$4,159,000	\$2,221,000 *	\$1,938,000
Saskatchewan	\$18,069,000	\$8,067,000	\$10,002,000
Alberta	\$66,691,000	\$66,691,000	
British Columbia	\$16,856,000	\$22,599,000	-\$5,743,000
Rest of Canada excluding Alberta and the Territories	\$55,765,000	\$37,104,000	\$18,661,000

¹One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

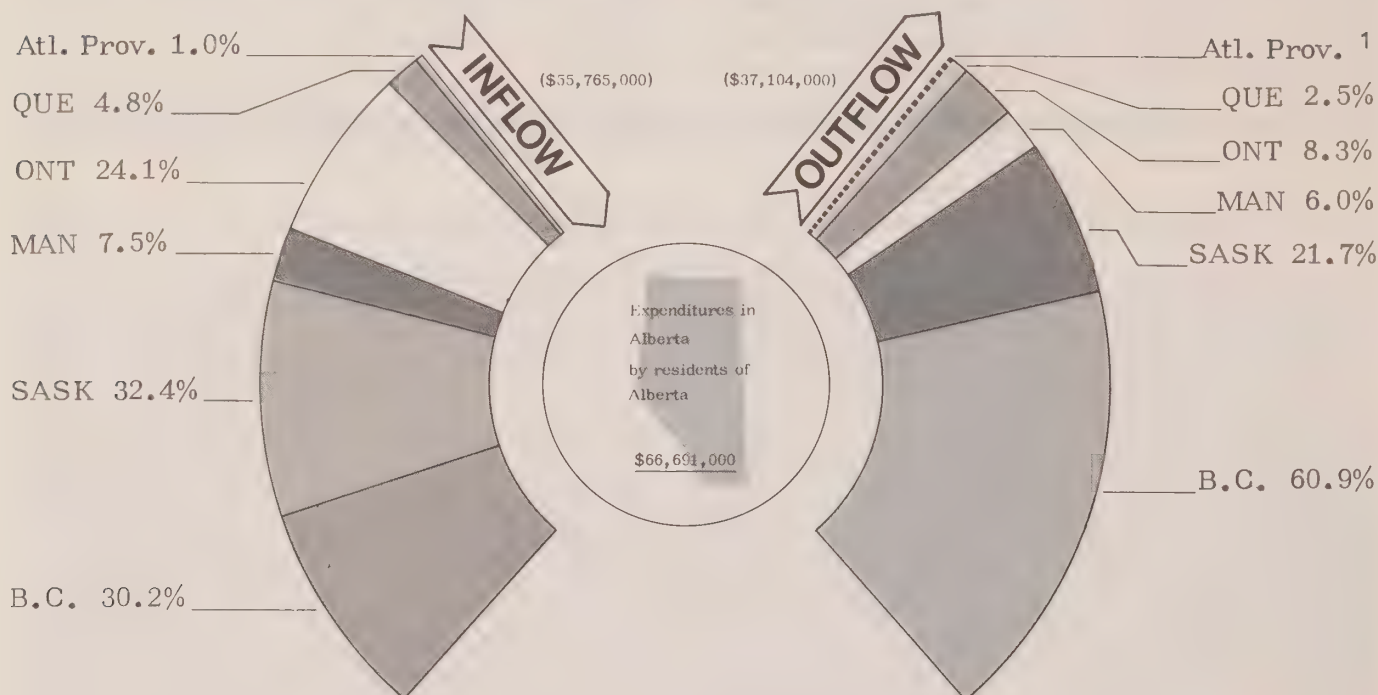
Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

ALBERTA

The province has a net surplus of \$18,661,000 with the rest of Canada on trips of 100 miles or more from the origin.

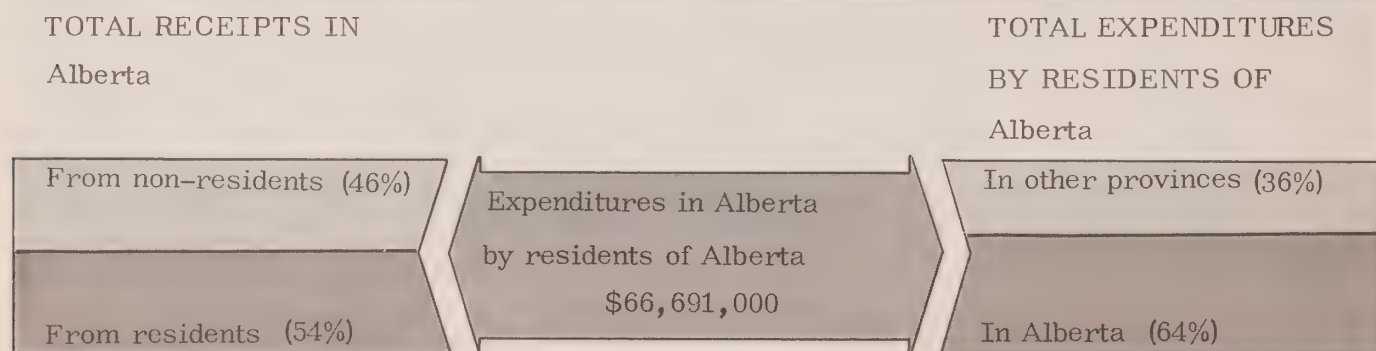
The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.

EXPENDITURE FLOWS FOR THE PROVINCE OF ALBERTA



The importance of expenditures on trips of 100 miles or more from origin in Alberta by residents of Alberta, relative to the total receipts

and expenditures of the province, is illustrated in the following diagram.



1 Dotted arrows signify proportions of less than 1% of the flow.

ALBERTA

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for ALTA.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To Alberta From:	By Alberta Residents to:
Newfoundland	—	—
Prince Edward Island	1,700	—
Nova Scotia	900 **	2,300 **
New Brunswick	2,200 **	1,700 **
Quebec	8,100	6,100 *
Ontario	77,800	23,200
Manitoba	35,800	50,200
Saskatchewan	362,400	214,800
Alberta	2,648,100	2,648,100
British Columbia	355,400	401,900
Rest of Canada excluding Alberta and the Territories	844,300	700,200

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

ALBERTA

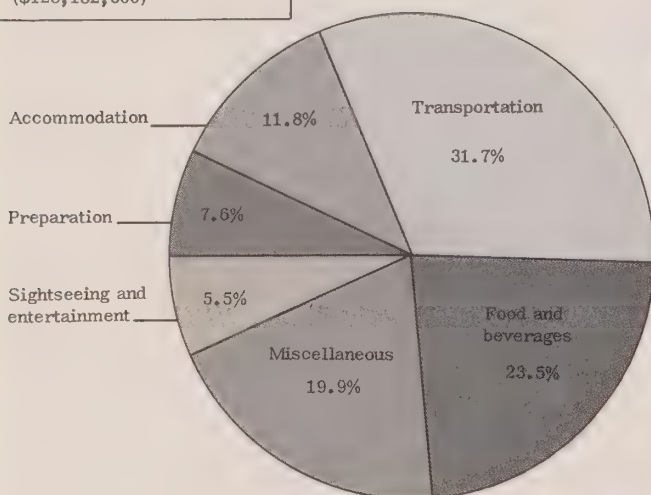
2. CHARACTERISTICS

1. SOME CHARACTERISTICS OF TRAVEL IN ALBERTA

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

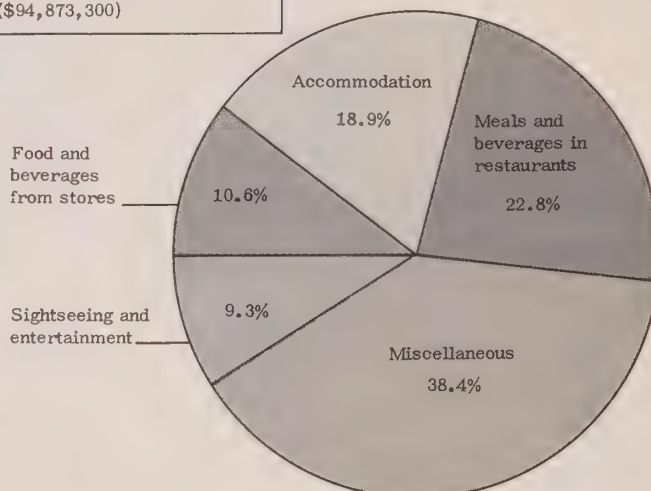
Distribution, by type, of total expenditures by this province

(\$128,132,600)



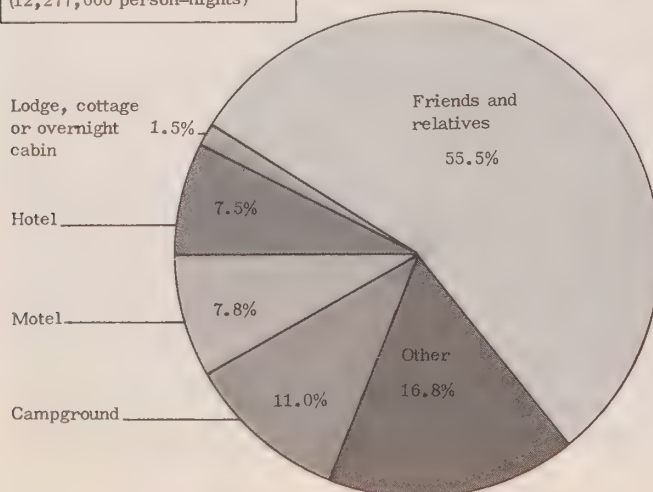
Distribution of expenditures excluding preparation and transportation in this province

(\$94,873,300)



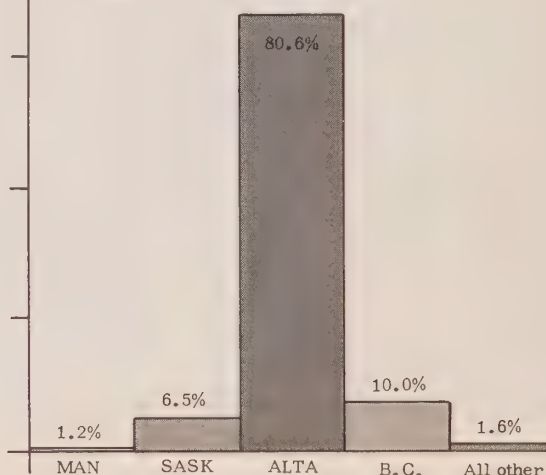
Total person-nights by type of accommodation in this province

(12,277,000 person-nights)



Total trips of this province's residents by destination

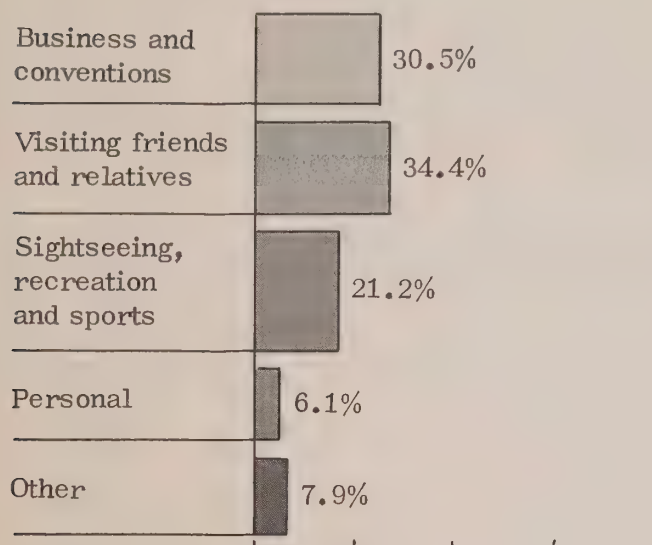
(1,835,600 trips)



ALBERTA

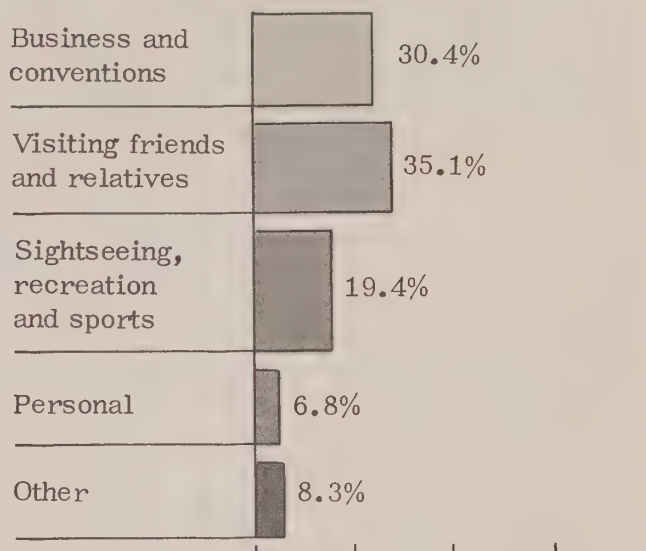
Total trips of this province's residents by purpose

(1,835,600 trips)



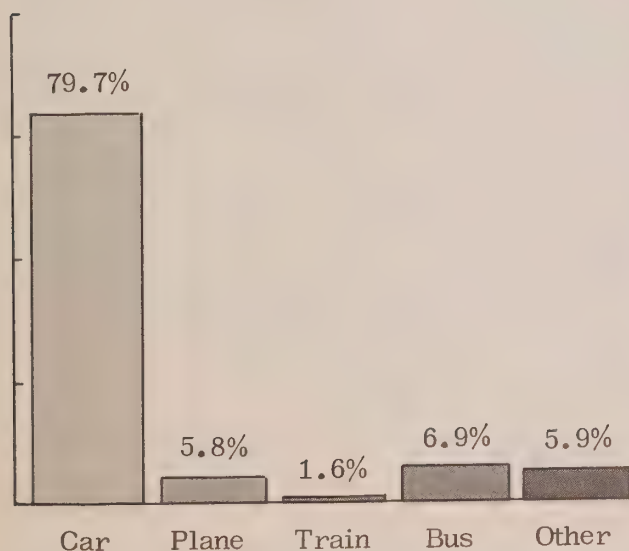
Total trips to this province by purpose

(1,930,500 trips)



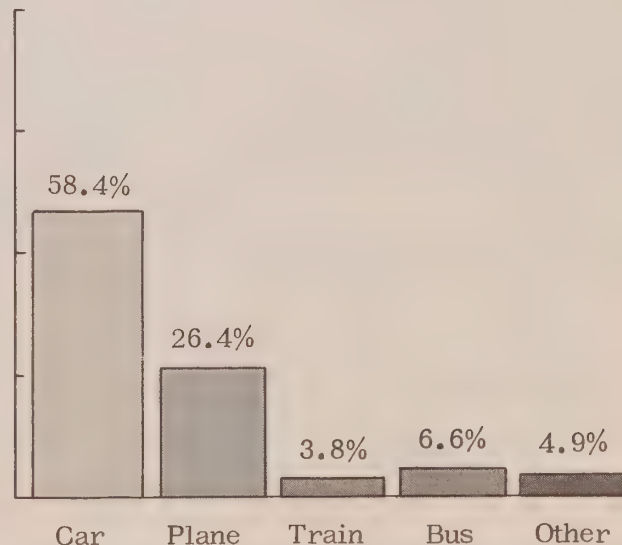
Total trips of this province's residents by mode of transportation

(1,835,600 trips)



Total transportation expenditure of this province's residents by mode

(\$40,593,000)



ALBERTA

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	ALBERTA			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	27.8%	28.5%	22.3%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	23.7%	22.8%	23.5%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	22.6%	21.4%	23.5%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	11.9%	11.2%	12.5%	11.9%	11.7%	12.3%
\$15,000 and over	14.0%	16.1%	18.2%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	17.6%	16.1%	18.5%	20.3%	18.7%	23.0%
Man, wife, child(ren)	39.8%	17.7%	22.3%	37.4%	17.0%	21.0%
Married but alone	17.1%	31.4%	29.3%	14.7%	27.1%	27.1%
Single and alone	15.0%	27.5%	22.6%	15.4%	28.5%	21.4%
Other groupings	10.5%	7.3%	7.3%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	26.5%	29.0%	11.3%	23.3%	24.0%	10.5%
1 night	18.2%	17.8%	12.0%	17.5%	16.7%	9.6%
2 nights	19.6%	18.6%	14.9%	21.3%	20.2%	13.7%
3 nights	10.7%	9.7%	10.2%	10.7%	10.5%	9.9%
4 to 6 nights	11.3%	12.3%	16.5%	12.8%	14.8%	18.5%
7 or more nights	13.7%	12.6%	35.1%	14.4%	13.8%	37.8%

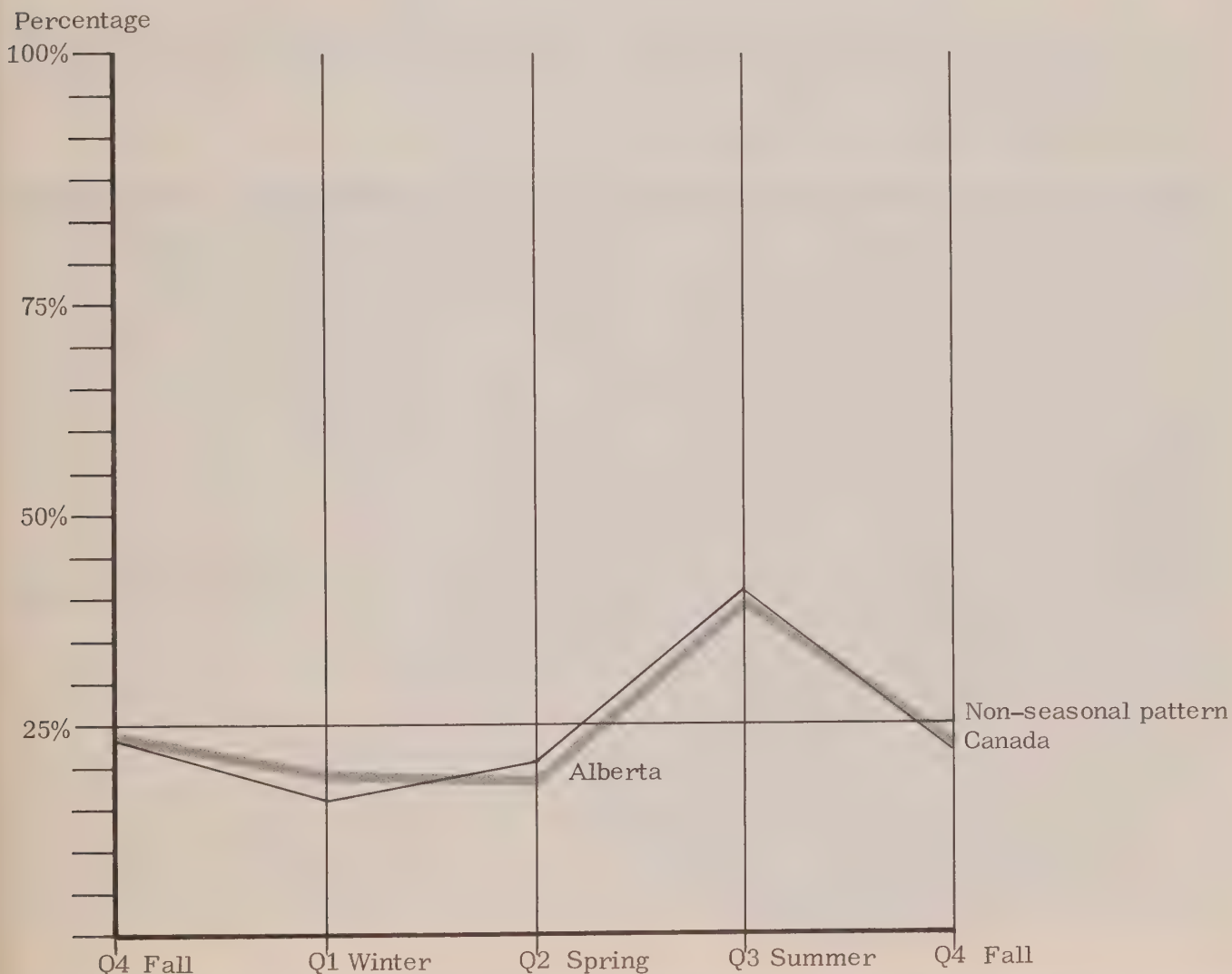
ALBERTA

3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a "non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the "non-seasonal" pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)



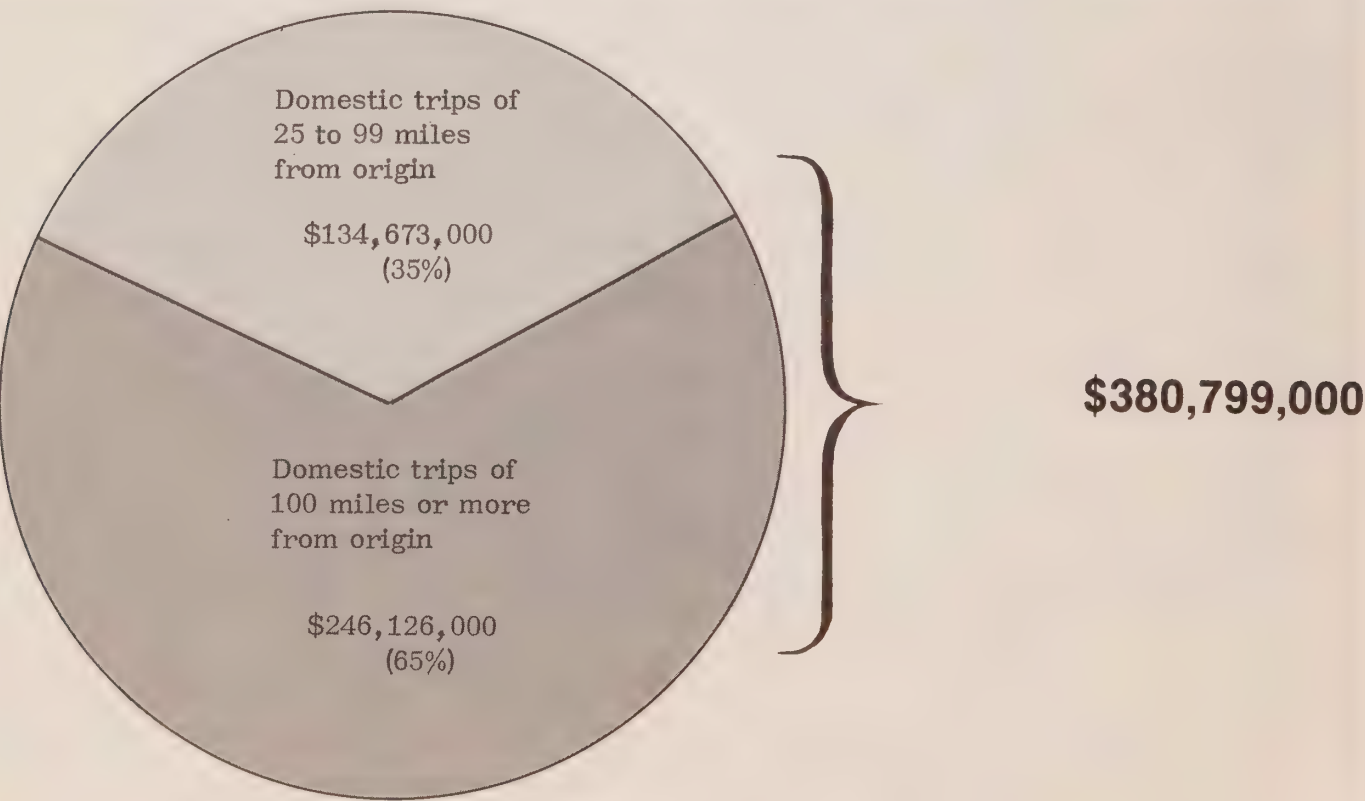
BRITISH COLUMBIA

Area	366,255 square miles
Population	2,185,000
Total personal income	\$8,125 million
Total personal income in the province as a percentage of the total in Canada	11.1%
Personal income per capita in the province	\$3,719
Personal income per capita in Canada	\$3,405

TOURISM RECEIPTS

The following graph shows how receipts from domestic trips in this province, undertaken by Canadians, are divided between trips of 25 to 99 miles from origin and trips of 100 miles or more from origin. Excluded are all receipts of

this province from foreign visitors, an amount which totalled \$1.3 billion for all Canada in 1971.



BRITISH COLUMBIA

THE REMAINDER OF THE SECTION ON THIS PROVINCE RELATES TO DOMESTIC TRIPS OF 100 MILES OR MORE FROM ORIGIN

The remainder of this section relates only to domestic trips of 100 miles or more from the origin, undertaken by Canadians. These are the trips which were covered by the main body of the Canadian Travel Survey, 1971. As shown on the previous graph, these trips account for

65% of the total tourism receipts of this province. Excluded in the remainder of this section are domestic trips of 25 to 99 miles, undertaken by Canadians, and all trips by foreign visitors to Canada.

SOME AVERAGES PERTAINING TO DOMESTIC TRIPS OF 100 MILES OR MORE

Average	Residents of this province	Residents of Canada
Total expenditures per trip	\$129.80	\$77.90
Total expenditures per traveller	\$70.60	\$42.20
Total expenditures per person-night	\$12.40	\$10.90
Transportation expenditures per trip	\$42.20	\$23.30
Transportation expenditures per traveller	\$22.90	\$12.60
Preparation expenditures per trip	\$15.20	\$ 8.20
Preparation expenditures per traveller	\$ 8.20	\$ 4.40
Other expenditures per trip	\$72.40	\$46.40
Other expenditures per traveller	\$39.50	\$25.20
Length of trip (in nights)	5.7	3.9
Party size per trip (in persons)	1.8	1.8

BRITISH COLUMBIA

1. EXPENDITURE AND TRAVELLER FLOWS

1. EXPENDITURES

The following table shows the inflow, outflow and internal expenditures for this province, for domestic trips of 100 miles or more from the origin. The figures exclude preparation costs as well as transportation expenditures for non-automobile transportation as these could not

be identified as flows. Expenditures are registered by origin of the traveller and the place where the expenditures took place (stop location).

INFLOW, OUTFLOW AND INTERNAL EXPENDITURES

	Receipts to British Columbia from:	Expenditures by British Columbia in:	Net position of British Columbia with:
Newfoundland	—	\$14,000 **	—
Prince Edward Island	\$249,000	\$615,000 **	-\$14,000
Nova Scotia	\$977,000 ** ¹	\$680,000 **	-\$366,000
New Brunswick	\$194,000 **	\$246,000 **	\$297,000
Quebec	\$3,770,000	\$2,142,000 *	-\$52,000
Ontario	\$20,911,000	\$8,000,000	\$1,628,000
Manitoba	\$5,953,000 *	\$2,427,000	\$12,911,000
Saskatchewan	\$5,675,000	\$3,071,000	\$3,526,000
Alberta	\$22,599,000	\$16,856,000	\$2,604,000
British Columbia	\$90,155,000	\$90,155,000	\$5,743,000
Rest of Canada excluding British Columbia and the Territories	\$60,328,000	\$34,051,000	\$26,277,000

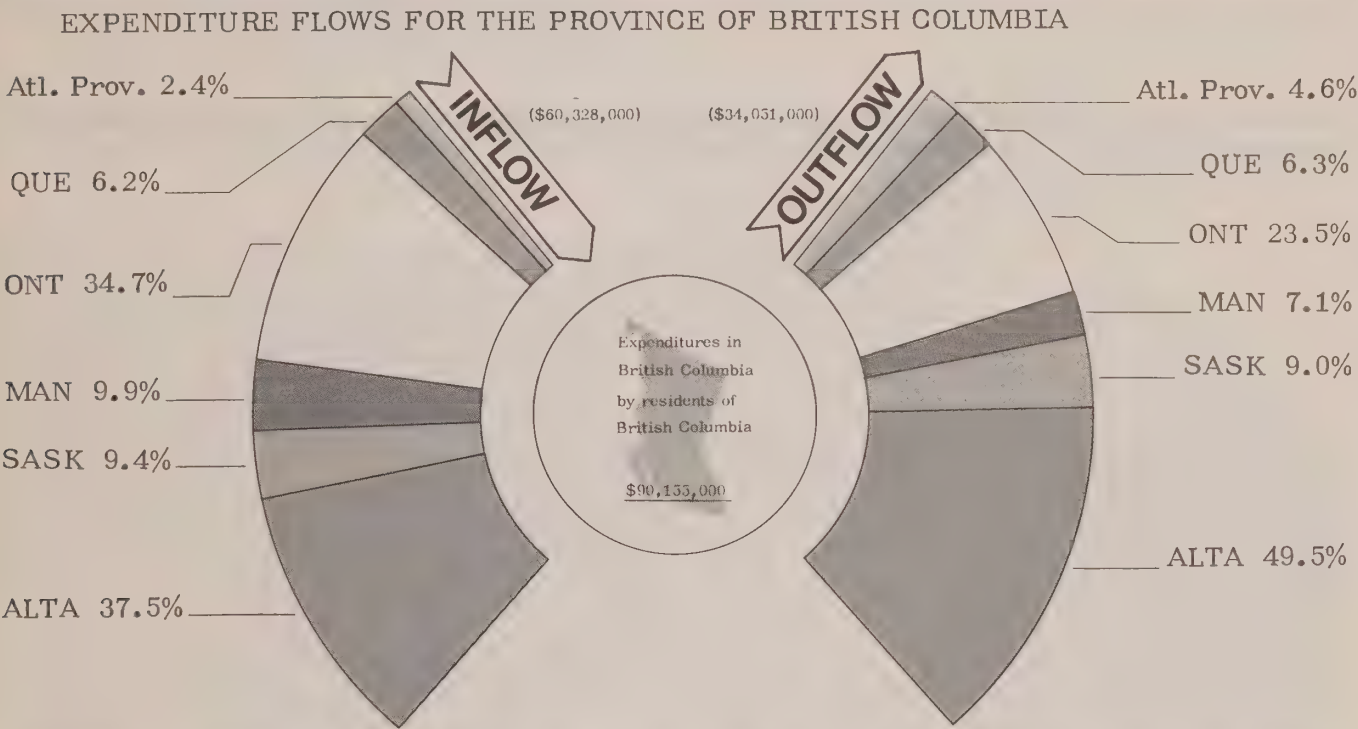
¹ One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

BRITISH COLUMBIA

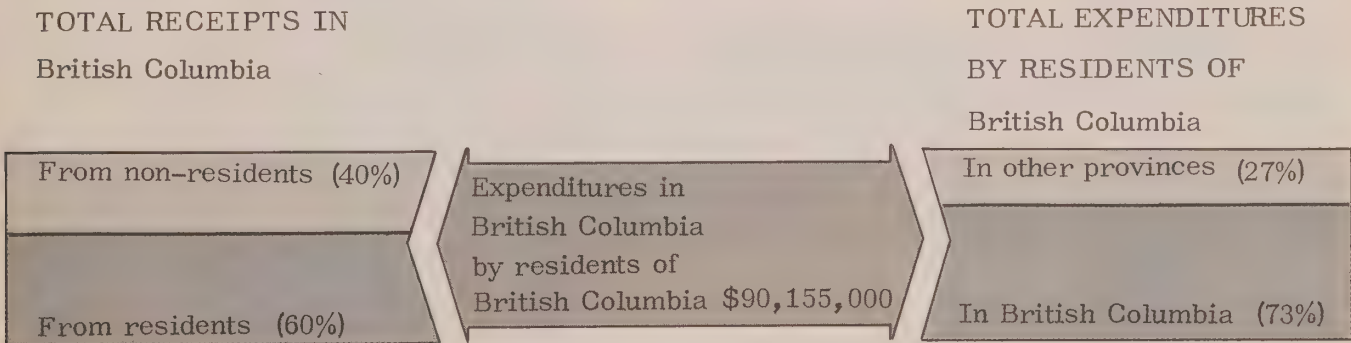
The province has a net surplus of \$26,277,000 with the rest of Canada on trips of 100 miles or more from the origin.

The contents of the preceding table are illustrated in the following graph. Note that the size of the wedges indicates the shares of receipts and expenditures coming from and going to various parts of Canada.



The importance of expenditures on trips of 100 miles or more from origin in British Columbia by residents of British Columbia, relative to

the total receipts and expenditures of the province, is illustrated in the following diagram.



BRITISH COLUMBIA

2. PERSON-TRIPS

The following table indicates the inflow, outflow, and internal flow of person-trips for B.C.

These are tabulated by origin of person-trips and by destination.

The meaning of "person-trip" may be understood by means of the following statement: "Two persons taking one trip together (e.g. in one car) constitute one trip, but two person-trips."

INFLOW, OUTFLOW AND INTERNAL MOVEMENT OF PERSON-TRIPS

	PERSON-TRIPS	
	To British Columbia From:	By British Columbia Residents to:
Newfoundland	-	700 **
Prince Edward Island	2,200	1,500 **
Nova Scotia	5,900 **	13,100 **
New Brunswick	500 **	800 **
Quebec	22,000	9,100 *
Ontario	141,500	62,500
Manitoba	63,900	39,800
Saskatchewan	94,900	52,700
Alberta	401,900	355,400
British Columbia	2,009,100	2,009,100
Rest of Canada excluding British Columbia and the Territories	732,800	535,600

One asterisk (*) indicates the figure's reliability is such that it should be viewed with some caution.

Two asterisks (**) indicate a low degree of reliability. See also the "Technical Appendix".

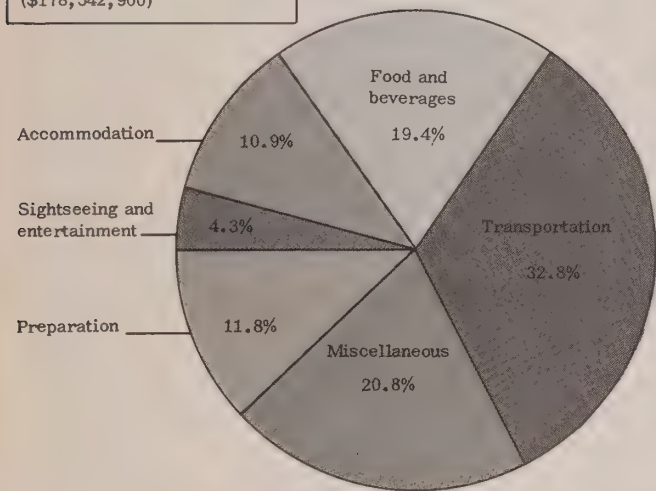
BRITISH COLUMBIA

2. CHARACTERISTICS

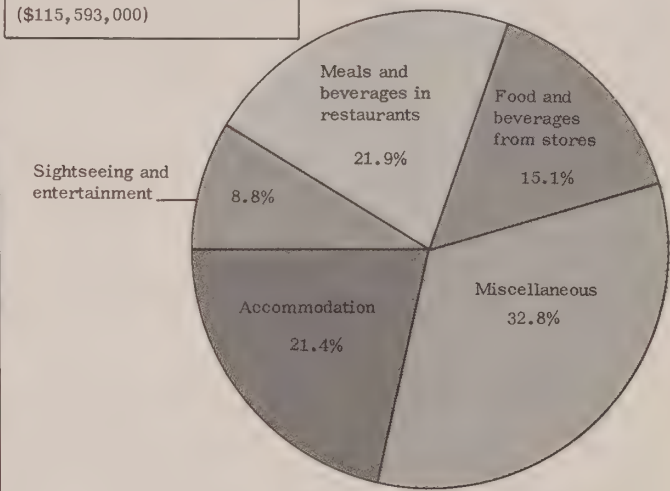
1. SOME CHARACTERISTICS OF TRAVEL IN BRITISH COLUMBIA

The following characteristics relating to domestic trips of 100 miles or more from origin may be compared to equivalent groups in the section of each province.

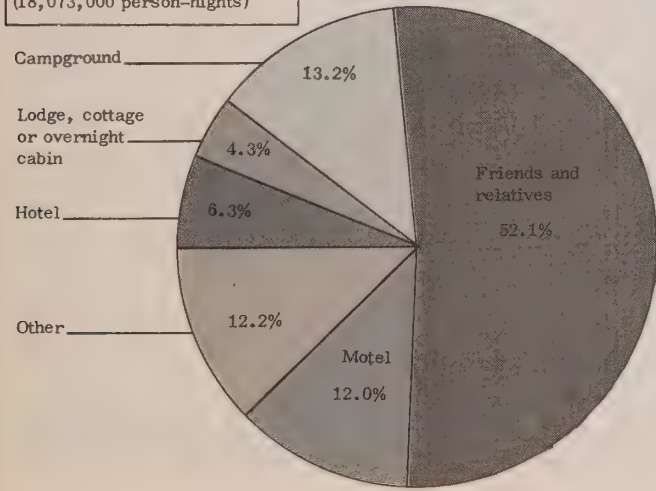
Distribution, by type, of total expenditures by this province
(\$178,542,900)



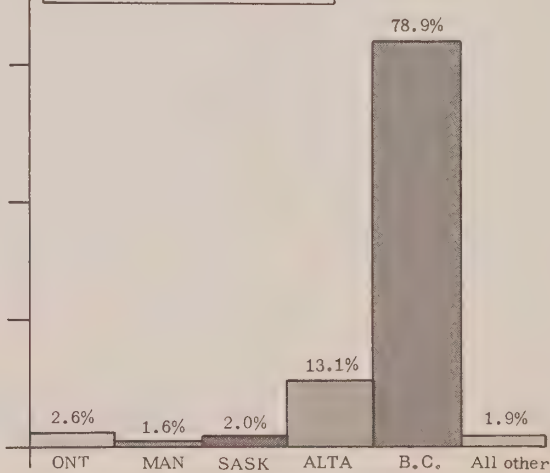
Distribution of expenditures excluding preparation and transportation in this province
(\$115,593,000)



Total person-nights by type of accommodation in this province
(18,073,000 person-nights)



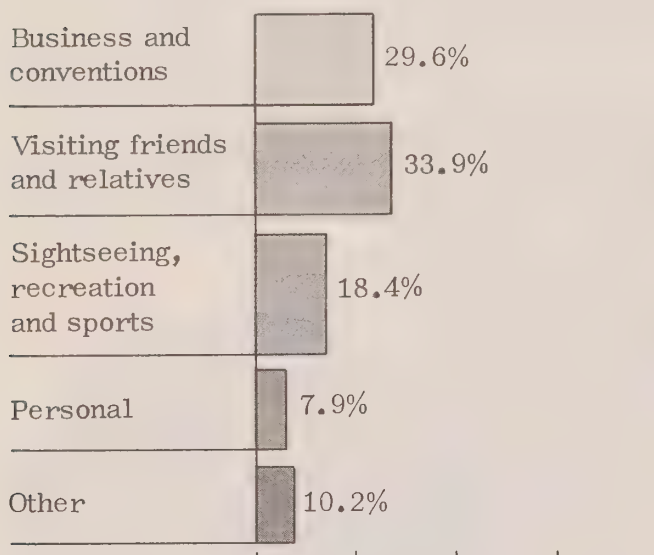
Total trips of this province's residents by destination
(1,388,700 trips)



BRITISH COLUMBIA

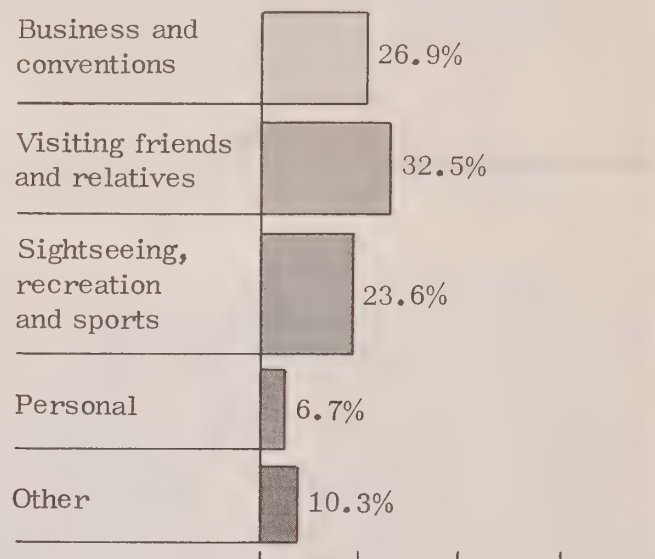
Total trips of this province's residents by purpose

(1,388,700 trips)



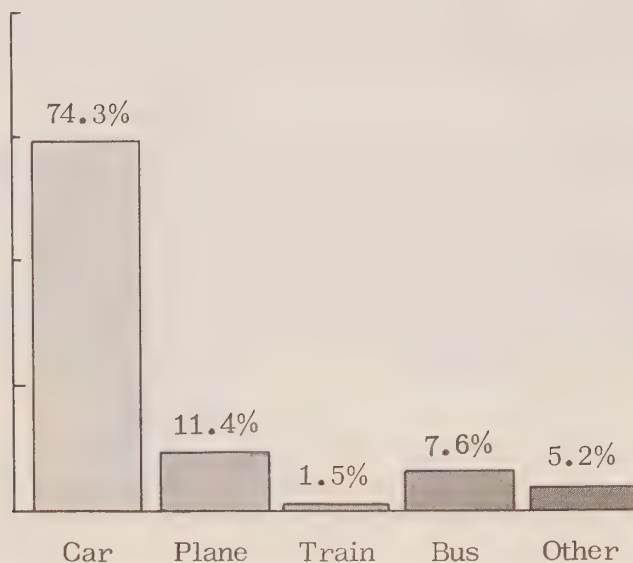
Total trips to this province by purpose

(1,480,600 trips)



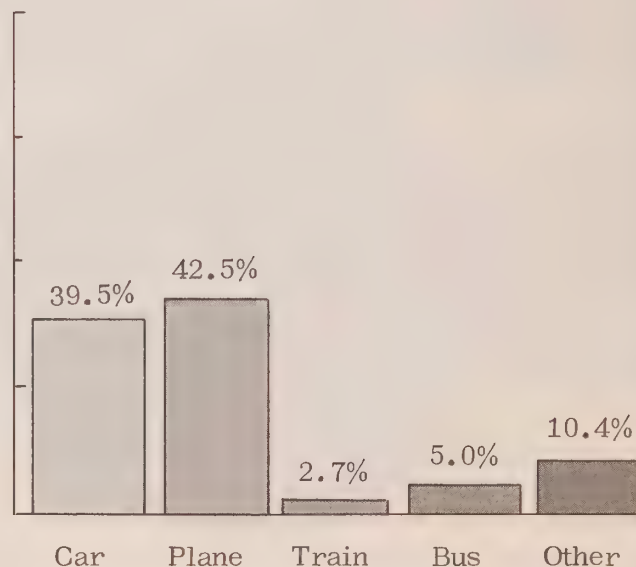
Total trips of this province's residents by mode of transportation

(1,388,700 trips)



Total transportation expenditure of this province's residents by mode

(\$58,554,000)



BRITISH COLUMBIA

2. SOCIO-ECONOMIC CHARACTERISTICS

The following table shows person-trips, trips and expenditures, for this province and Canada, distributed according to the socio-economic characteristics of the travellers.

	BRITISH COLUMBIA			CANADA		
	Person-trips	Trips	Expenditures	Person-trips	Trips	Expenditures
INCOME LEVEL						
Under \$6,000	16.9%	18.0%	12.3%	22.5%	24.4%	18.9%
\$6,000 - \$8,999	23.3%	22.4%	18.4%	26.9%	24.9%	23.3%
\$9,000 - \$11,999	33.2%	31.6%	35.3%	23.1%	22.3%	24.6%
\$12,000 - \$14,999	10.8%	10.1%	14.0%	11.9%	11.7%	12.3%
\$15,000 and over	15.8%	17.9%	20.0%	15.6%	16.7%	20.9%
TRAVELLING GROUP						
Man and wife	20.9%	19.2%	26.5%	20.3%	18.7%	23.0%
Man, wife, child(ren)	35.2%	15.4%	22.7%	37.4%	17.0%	21.0%
Married but alone	16.9%	31.1%	28.6%	14.7%	27.1%	27.1%
Single and alone	13.6%	25.1%	13.7%	15.4%	28.5%	21.4%
Other groupings	13.4%	9.2%	8.5%	12.2%	8.7%	7.5%
DURATION OF TRIP						
0 nights	11.1%	12.5%	3.6%	23.3%	24.0%	10.5%
1 night	11.4%	9.3%	4.8%	17.5%	16.7%	9.6%
2 nights	20.5%	20.6%	11.5%	21.3%	20.2%	13.7%
3 nights	12.5%	11.8%	9.0%	10.7%	10.5%	9.9%
4 to 6 nights	19.6%	22.1%	25.0%	12.8%	14.8%	18.5%
7 or more nights	24.9%	23.7%	46.1%	14.4%	13.8%	37.8%

BRITISH COLUMBIA

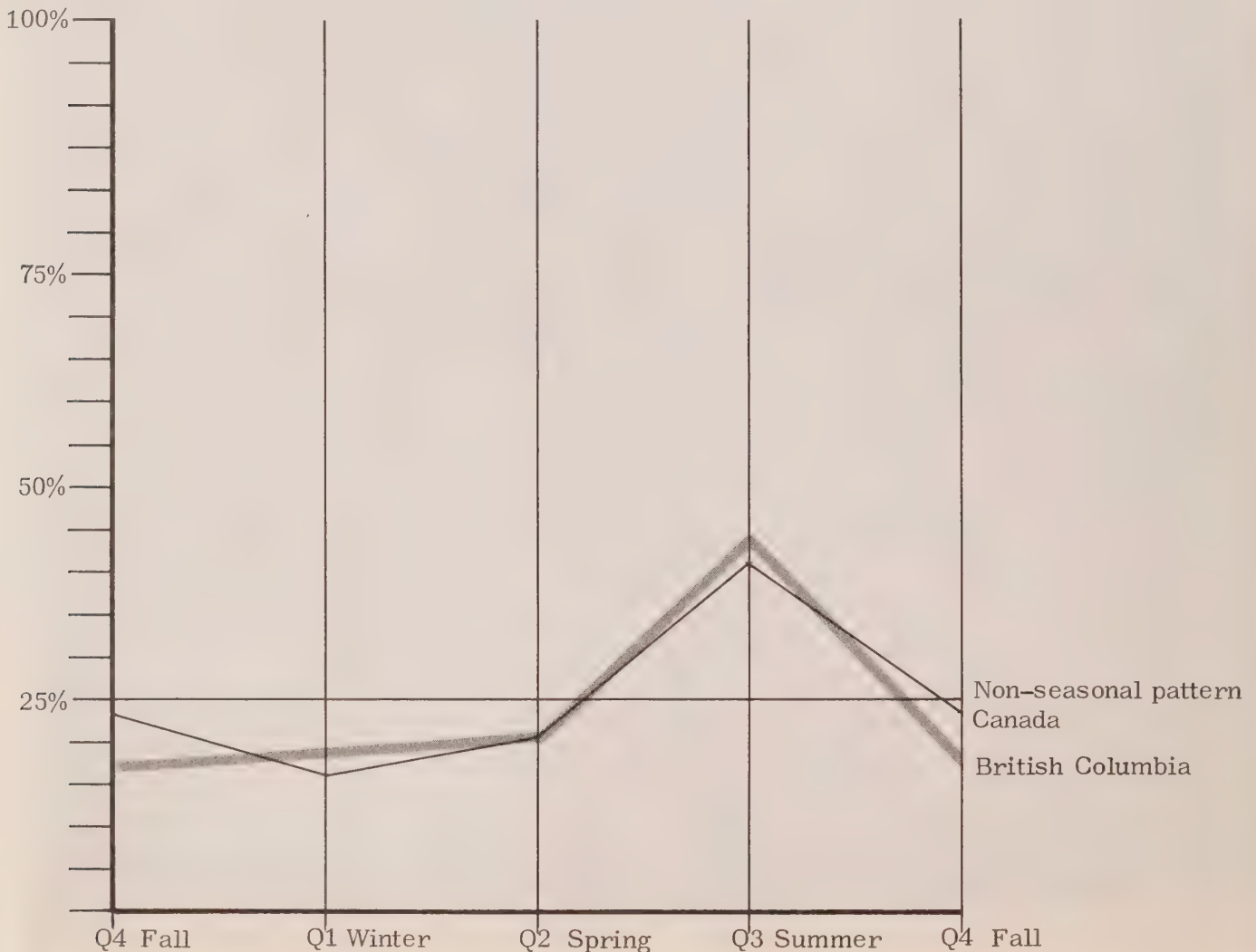
3. SEASONALITY

The following graph provides an indication of the degree of seasonality of tourism in this province and in Canada. The graph is derived from the distribution of expenditures excluding those on preparation or transportation on domestic trips of 100 miles or more. Note that a "non-season-

al pattern" corresponds to an even flow of expenditures throughout the year. One should expect that the degree of seasonality for tourism as a whole would worsen with the deviation of a given pattern from the "non-seasonal" pattern.

DISTRIBUTION, BY SEASON, OF EXPENDITURES
(EXCLUDING PREPARATION AND TRANSPORTATION)

Percentage



PART 'C'

Appendices



APPENDIX I

SCHEDULE FOR THE RELEASE OF INFORMATION COLLECTED IN THE CANADIAN TRAVEL SURVEY (CTS), 1971

- July 19, 1972 Trial print-out from the main body of the Canadian Travel Survey.
Preliminary assessment of data reliability.
- August 1-20: Initial print-out of tables from the main body of the CTS.
- August 14: Press release on the Canadian Travel Survey, its concept and preliminary findings, presented by the Honourable Jean-Luc Pepin, Minister of Industry, Trade and Commerce.
- August 31: Tapes on 'Activities' and '25 to 100 mile trips' are run off and forwarded to provinces and other sponsors.
- September: Continuing assessment reliability, and preparation of the preliminary report of the Office of Tourism, to be tabled at the Federal-Provincial Conference on Tourism.
- September 20: CTS status report presented at the meeting of the Travel Research Planning Committee (TRPC) in Montreal. Results of the Canadian Travel Survey and provincial requirements will be discussed.
- November: Publication and distribution of the Canadian Travel Survey report #1 by the Office of Tourism.

Statistics Canada announces availability of CTS data in its 'Statistics Canada Daily'.
- December 5-7: Federal-Provincial Conference on Tourism, Ottawa.

Special CTS report is tabled at the Conference by the Office of Tourism.
- December 8: This period will be taken up by the generation of data relating to the 'Life Style' supplementary questions, and the processing of requests from all sources for CTS data and tables.

Work begins on the final analytical report of the CTS.
- October, 1973: Full report of the Canadian Travel Survey to be tabled at the 1973 Federal-Provincial Conference on Tourism.
-

APPENDIX II

TOTAL DOMESTIC TOURISM RECEIPTS IN CANADA

(In thousands of dollars)

	DOMESTIC RECEIPTS								
	100 miles or more				25 to 99 miles (3)				25 miles or more
	Transportation (1) (a)	Preparation (2) (b)	Other (9) Receipts (c)	Total (d) = (a+b+c)	Transportation (e)	Preparation (f)	Other (9) Receipts (g)	Total (h)=(e+f+g)	
Canada	\$554,132	\$187,609	\$792,942	\$1,534,683	\$221,506	\$54,177	\$713,740	\$989,423	\$2,524,106
Newfoundland	\$13,816	\$3,396	\$20,051	\$37,263	\$4,778 ⁽⁶⁾	\$1,169 ⁽⁷⁾	\$15,396 ⁽⁴⁾	\$21,343	\$58,606
Prince Edward Island	\$6,641	\$789	\$10,548	\$17,978	\$1,599	\$384	\$5,140	\$7,123	\$25,101
Nova Scotia	\$20,785	\$5,628	\$32,925	\$59,338	\$8,340	\$1,292	\$26,872	\$36,504	\$95,842
New Brunswick	\$17,661	\$3,403	\$22,824	\$43,888	\$5,864	\$1,239	\$18,895	\$25,998	\$69,886
Quebec	\$95,955	\$39,269	\$176,300	\$311,524	\$43,184	\$16,618	\$139,161	\$198,963	\$510,487
Ontario	\$188,380	\$78,429	\$218,978	\$485,787	\$75,974 ⁽⁶⁾	\$18,582 ⁽⁷⁾	\$244,804 ⁽⁵⁾	\$339,360	\$825,147
Manitoba	\$31,763	\$7,732	\$43,147	\$82,642	\$14,223	\$1,981	\$45,839	\$62,043	\$144,685
Saskatchewan	\$24,205	\$8,770	\$47,989	\$80,964	\$20,354	\$1,687	\$65,590	\$87,631	\$168,595
Alberta	\$56,684	\$12,604	\$96,362	\$165,650	\$17,040	\$3,851	\$54,894	\$75,785	\$241,435
British Columbia	\$97,477	\$27,589	\$121,060	\$246,126	\$30,150 ⁽⁶⁾	\$7,374 ⁽⁷⁾	\$97,149 ⁽⁵⁾	\$134,673	\$380,799
Northwest Territories	\$464	-	\$1,623	\$2,087	-	-	-	-	\$2,087 ⁽⁸⁾
Yukon Territory	\$301	-	\$1,135	\$1,436	-	-	-	-	\$1,436 ⁽⁸⁾

APPENDIX II

NOTES:

(1) Car expenditures are redistributed by "stop" according to the distribution of expenditures other than for preparation or non-automobile transportation. These were collected by "origin" in the Canadian Travel Survey, 1971.

With regards to the Canadian leg of trips destined abroad, 50% of total car transportation expenditure on these trips, as reported in the CTS, were adopted and distributed among the provinces according to "other" expenditures mentioned above.

Concerning trips abroad on Canadian air carriers and charters, the total foreign air expenditure was taken from the CTS and from it was subtracted the payment to foreign carriers as collected by Statistics Canada. This was distributed among the provinces according to "air transportation expenditures" on trips with domestic destinations.

It is implicitly assumed that all tickets for modes of transportation other than car and plane are bought in Canada and trips taken on domestic carriers for trips with domestic destinations.

(2) Total for trips of foreign and domestic destination.

(3) Information on domestic trips of 25 to 99 miles was not gathered for Newfoundland, Ontario, or British Columbia. For these provinces, it was necessary to estimate.

(4) Assumption:

$$\frac{\text{Domestic trips of 25 to 99 miles in Newfoundland}}{\text{Domestic trips of 25 to 99 miles in the other Atlantic provinces}} =$$

$$\frac{\text{Domestic trips of 100 miles or more in Newfoundland}}{\text{Domestic trips of 100 miles or more in the other Atlantic provinces}}$$

(5) Ontario and British Columbia comprise 47.91% of total domestic receipts on trips of 100 miles or more. (Ont. - 34.3% and B.C. - 13.6%). It is assumed that the same applies for domestic trips of 25 to 99 miles from origin.

$$\frac{47.91}{100} = \frac{x}{x + 371787} \text{ where } x = 341,953 \quad \begin{array}{l} \text{(Ontario's share} = 244,804 \text{ (71.59\%)} \\ \text{B.C.'s share} = 97,149 \text{ (28.41\%)} \end{array}$$

(6) $\frac{\text{Transportation (25-99 miles) for B.C., Nfld, Ont.}}{\text{"Other" (25-99 miles) for B.C., Nfld, Ont.}} = \frac{\text{Transp. (for others)}}{\text{"Other" (for others)}}$

$$\text{Transportation} = .3103445 \text{ ("other") for B.C., Ont., Nfld.}$$

(7) Same reasoning as above for "preparation". Preparation factor - .0759053.

(8) This grossly underestimates the territories' share because of a very low response rate in the CTS - 1971.

(9) Includes accommodation, food and beverage, sightseeing and entertainment, miscellaneous purchases.

APPENDIX III

METHODOLOGY

Introduction

The purpose of this technical appendix is twofold:

- (a) to give a broad outline of the survey methodology i.e. sample design, interview technique, etc.
- (b) to present various sources of errors that the survey statistics are subject to, their measurements and methods which were taken to minimize these errors.

Definition of the Population:

The population is defined as all residents of Canada, excluding those living in institutions, special areas or Indian Reserves.

Sample Design

The basic design is stratified multi-stage. The sampling frame covers all areas of the country except Indian reserves, Institutions and special areas. Each province is divided into two distinct parts: Large Urban (LU) and Non-Large Urban (NLU) except Prince Edward Island which has no LU. LU areas are stratified by income and wherever applicable by high rise apartment strata. NLU areas are stratified by population density and geography. Enumeration Areas or Blocks or apartments, then households and finally persons are respectively the first, second and third stages of sampling except in LU areas where census tracts from the first stage of sampling. One person fourteen years of age or over is selected from each selected household for an interview. Two independent replicates of the same size are selected for the survey. The first and second stage units in each replicate are selected with probability proportional to size of population, whereas households and persons are selected with equal probabilities.

In the Territories the communities are stratified as predominating European descent and Non-European. Communities within the strata are then selected with probability proportional to size of population, and households and persons with equal probabilities.

Sample Allocation

The sample is allocated to the provinces and territories in proportion to their population. The allocation for Prince Edward Island was so small that special cost sharing agreements were made to increase the allocation.

The sample size, by province and territory was as follows:

Newfoundland	288	Manitoba	648
Prince Edward Island	144	Saskatchewan	576
Nova Scotia	468	Alberta	936
New Brunswick	360	British Columbia	1,224
Quebec	3,546	Yukon	175
Ontario	4,608	Northwest Territories	175
		Total	13,148

APPENDIX III

Interview Scheme

Within each selected household, one member 14 years of age and over was selected, randomly with equal probability. This selected person was then interviewed by a trained interviewer on four occasions i.e. Spring, Summer and Autumn of 1971 and early in 1972 to report on all the trips that he/she took either alone or with other members of the household, since January 1, 1971 or since the last trip reported during the previous interview. All the trips ending in 1971 were included.

The sample was divided into three panels. The panels were given different interview weeks within a round and were not equidistant from Round to Round. This was done in order to stagger the interview load, improve seasonal data and provide some basis for research on the length of recall.

Accuracy of Statistics

Estimates from the Canadian Travel Survey are, like those from any other sample survey, subject to errors.

The errors can be of two types: 1) sampling error and 2) non-sampling error.

Sampling error can be defined as the difference between the sample estimate and the population parameter obtained by complete enumeration. This error is inevitable even if the best selection procedure is adopted. The average magnitude of the sampling error can be calculated from the detailed results obtained from an actual sample. The method of calculation depends upon the statistical theory of sampling that is employed.

In the Canadian Travel Survey statistics the measure is as follows:

$$\hat{V}(\hat{\bar{X}}_e) = \sum_{f=1, n} (\hat{X}_{1,ef} - \hat{X}_{2,ef})^2$$

Where $\hat{X}_{1,ef}$ is the estimate of a characteristic in a stratum f of a province e , obtained from the replicate 1, while $\hat{X}_{2,ef}$ is obtained from the replicate 2.

The summation of the square of this difference over all strata in a province gives us an estimate of the variance of the characteristic at the province level.

The estimate $\hat{X}_{1,ef}$ is the summation of all the observations multiplied by the inverse of the probability of their selection and accumulated over all stages of selection.

Non-sampling errors can be looked upon as errors that are introduced in the observation of characteristics and in the processing of the data.

In surveys such as the Canadian Travel Survey, the largest source of non-sampling error is the response bias i.e. the difference between the actual information and that which is reported by the respondent. Response bias has more than one component; recall bias, which is attributed to the passage of time since the trip took place and when it is reported; the bias introduced by respondent in deliberately giving information that is not true; the bias introduced by the phraseology of questions as written on the questionnaire as well as the manner in which they are asked by the interviewer and finally the bias due to non-availability of the respondent or his/her refusal to give any information.

APPENDIX III

Various methods were employed in the data collection phases of the Canadian Travel Survey to minimize response biases. A diary was designed and left with the respondent to facilitate recording of travel information. Careful attention was paid to the design of questionnaire; and the interviewers were periodically trained and kept up-to-date by way of Home Study Exercises. The anonymity of the respondent was assured and the purpose of the study was explained in a brochure prepared for this purpose.

The other component of non-sampling error is the one in coding and processing of data. These errors occur during the transformation of data from source documents to machine readable forms and during the editing, imputation and computation stages. Appropriate supervision of steps in data handling and processing was mobilized to minimize them e.g. consistency checks, etc.

Estimates of Reliability

As indicated previously the estimates from the Canadian Travel Survey 1971, are derived from a probability sample and estimates of reliability can therefore be calculated from sample data. Detailed estimates of reliability are available from Mr. P.F. Timmons, Special Survey Development Staff, Statistics Canada.

For convenience, however, the tables in this report have estimates of reliability, that are presented in 3 categories; no asterisk, one asterisk, and two asterisks.

For the purpose of this report, we have defined: no asterisk as equal to signed coefficient of variation less than 35%; one asterisk as between 35% and 50%; and two asterisks as greater than 50%.

It is true that in using statistics that have a measure of reliability, one is to consider the purpose for which the statistics are being used. The magnitude of error is simply to indicate to the user the confidence with which he may use the statistics.

APPENDIX IV

1971 CANADIAN TRAVEL SURVEY

Destination Zones

PROVINCE	CTS ZONE	CENSUS DIVISIONS OR COUNTIES
Newfoundland	1	1, 2, 6, 7 Consisting of the Avalon peninsula, the eastern shore and the central part of the province. 3, 4, 5, 8, 9, 10 Consisting of the North, West and South Coasts and Labrador.
Prince Edward Island	1	Consisting of the entire province.
Nova Scotia	1	1 Annapolis, 6 Digby, 7 Guysborough, 8 Halifax, 9 Hants, 11 Kings, 12 Lunenburg, 14 Queens, 16 Shelburne, 18 Yarmouth. Consisting of the south and west portions of the province.
	2	2 Antigonish, 3 Cape Breton, 4 Colchester, 5 Cumberland, 10 Inverness, 13 Pictou, 15 Richmond, 17 Victoria. Consisting of the north and east portions of the province.
New Brunswick	1	2 Carleton, 3 Charlotte, 6 Kings, 7 Madawaska, 9 Queens, 11 St. John, 12 Sunbury, 13 Victoria, 15 York. Consisting of the portion of the province southwest of a diagonal running roughly from Northwest to Southeast.
	2	1 Albert, 4 Gloucester, 5 Kent, 8 Northumberland, 10 Restigouche, 14 Westmorland. Consisting of that portion of the province to the Northeast of the diagonal described above.
Quebec	1	16 Chicoutimi, 33 Lac-St-Jean-Est, 34 Lac-St-Jean-Ouest, 60 Saguenay. That portion of the province south of Labrador on the north shore of the St. Lawrence River including Anticosti Island.
	2	1 Abitibi, 24 Gatineau, 25 Hull, 32 Labelle, 51 Papineau, 52 Pontiac, 68 Temiscamingue. The western portion of the province north of Ontario. Excluding those portions of 24 and 25 in metropolitan Hull.
	3	3 Arthabaska, 12 Champlain, 17 Compton, 20 Drummond, 21 Frontenac, 39 Lotbinière, 40 Maskinonge, 43 Mégantic, 50 Nicolet, 56 Richmond, 63 St-Maurice, 65 Sherbrooke, 67 Stanstead, 73 Wolfe, 74 Yamaska. Consisting of an area north and south of the St. Lawrence River forming a strip between Montreal and Quebec in a Northwest, Southeast direction.

APPENDIX IV

PROVINCE	CTS ZONE	CENSUS DIVISIONS OR COUNTIES
	4	37 Levis, 54 Quebec. Those parts that comprise metropolitan Quebec.
	5	Metropolitan Montreal consisting of: 28 Ile de Montreal and parts of 11 Chambly, 15 Chateauguay, 18 Deux-Montagnes, 35 Laprairie, 36 l'Assomption, 70 Terrebonne.
	6	2 Argenteuil, 4 Bagot, 6 Beauharnois, 8 Berthier, 10 Brome, 26 Huntingdon, 27 Iberville, 30 Joliette, 44 Missisquoi, 45 Montcalm, 49 Napierville, 55 Richelieu, 59 Rouville, 61 St. Hyacinthe, 62 St. Jean, 64 Shefford, 66 Soulanges, 71 Vaudreuil, 72 Vercheres. Including those parts of 11 Chambly, 15 Chateauguay, 18 Deux-Montagnes, 35 Laprairie, 36 l'Assomption, 70 Terrebonne excluding metropolitan Montreal. The zone is a strip surrounding Montreal in a Northwest-Southeast direction.
	7	5 Beauce, 7 Bellechasse, 9 Bonaventure, 13 Charlevoix-Est, 14 Charlevoix-Ouest, 19 Dorchester, 22 Gaspé-Est, 23 Gaspé-Ouest, 29 Iles-de-la-Madeleine, 31 Kamouraska, 38 L'Islet, 41 Matane, 42 Matapedia, 46 Montmagny, 47 Montmorency No.1, 48 Montmorency No.2, 53 Portneuf, 57 Rimouski, 58 Rivière-du-Loup, 69 Temiscouata, including those parts of 37 Levis, 54 Quebec excluding metropolitan Quebec. The zone covers an area in the shape of a triangle above the St. Lawrence River enclosing Quebec City and the whole shore of Quebec south of the St. Lawrence and to the east including Gaspé.
	8	Metropolitan Hull consisting of parts of 24 Gatineau and 25 Hull.
Ontario	1	7 Dundas, 12 Glengarry, 13 Grenville, 23 Lanark, 24 Leeds, 30 Nipissing, 39 Prescott, 42 Renfrew, 43 Russell, 45 Stormont and part of 4 Carleton excluding metropolitan Ottawa. The area is the extreme eastern triangle of the province plus all the area bordering on Quebec.
	2	8 Durham, 11 Frontenac, 18 Hastings, 25 Lennox and Addington, 32 Northumberland, 38 Peterborough, 40 Prince Edward, 49 Victoria and part of 33 Ontario excluding metropolitan Toronto. The zone is that area covering the north shore of Lake Ontario between Toronto and Kingston.

APPENDIX IV

PROVINCE	CTS ZONE	CENSUS DIVISIONS OR COUNTIES
	3	3 Bruce, 6 Dufferin, 14 Grey, 44 Simcoe, and parts of 54 York, 7 Halton and 36 Peel excluding Metropolitan Toronto. Consisting of that area bounded by Lake Simcoe to the East, Georgian Bay to the North, Lake Huron to the West and a diagonal line to the south just north of Guelph.
	4	1 Algoma, 16 Haliburton, 27 Manitoulin, 29 Muskoka, 35 Parry Sound, 46 Sudbury. Consisting of those areas bordering on the north shore of Lake Huron including Manitoulin Island by a line running roughly north at Sault Ste. Marie to the west, the east shore of Georgian Bay and to the north by a roughly diagonal line running from Hornepane southeast to the southern most part of Algonquin Park.
	5	10 Essex, 19 Huron, 21 Kent, 22 Lambton, 28 Middlesex, 34 Oxford, 37 Perth, 50 Waterloo, 57 Wellington. Consisting of the most south westerly extension of Ontario between Lakes Huron and Erie.
	6	2 Brant, 9 Elgin, 15 Haldimand, 26 Lincoln, 31 Norfolk, 53 Wentworth, that part of 51 Welland excluding the metropolitan area of Niagara Falls, consisting of the area on the north shore of Lake Erie including the Niagara Peninsula and that part of 17 Halton excluding metropolitan Toronto.
	7	5 Cochrane, 20 Kenora, 41 Rainy River, 47 Thunder Bay, 48 Temiskaming. Consisting of all of North West Ontario.
	8	Metropolitan Toronto consisting of parts of counties 17 Halton, 33 Ontario, 36 Peel, 54 York.
	9	Metropolitan Ottawa consisting of part of part of county 4 Carleton.
	10	Metropolitan Niagara Falls consisting of part of county 51 Welland.
Manitoba	1	Metropolitan Winnipeg division 20.
	2	Remainder of the province divisions 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19.
Saskatchewan	1	9, 10, 11, 14, 15, 16, 17, 18. That part of the province north of a line approximately midway between Regina and Saskatoon going north to Saskatoon and west to the Alberta border slightly north of Saskatoon.

APPENDIX IV

PROVINCE	CTS ZONE	CENSUS DIVISIONS OR COUNTIES
	2	1, 2, 3, 4, 5, 6, 7, 8, 12, 13. All of Saskatchewan south of the line described above.
Alberta	1	10, 11, 12, 13, 14, 15. That part of the province north of a line roughly between Calgary and Edmonton meeting the B.C. border just at the north end of Jasper Park.
	2	1, 2, 3, 4, 5, 6, 7, 8, 9. That part of the province south of the line described above but excluding Banff, Jasper and Waterton Parks.
	2*	Consisting of Banff, Jasper and Waterton Parks.
British Columbia	1	6, 7, 8, 9, 10. All of the Northern and Central part of the province excluding the most southerly populated regions.
	2	1, 2, 3. Southeast triangle of the province West vertex at Manning Park, North vertex at Humber park.
	3	5 Vancouver Island and surrounding islands.
	4	Metropolitan Vancouver part of division.
	5	Division 4. The area roughly surrounding Metropolitan Vancouver.
Northwest Territories	1	All of the Territory.
Yukon	1	All of the Territory.

Two of the above described zones are 'destinations' only. For trips originating in these zones they are considered part of the 'origin' zones in which they fall.

These special zones are: Banff-Jasper-Waterton Parks, for origins only they are considered part of zone 2 in Alberta.

Niagara Falls, for origin only is considered part of zone 6 in Ontario.

APPENDIX V

CANADIAN TRAVEL SURVEY

QUESTIONNAIRE 1971

A survey of travel by Canadians in 1971
conducted for the
federal Office of Tourism
Department of Industry, Trade & Commerce, Ottawa.
by the
Dominion Bureau of Statistics

Surname					Given names						
Address										Telephone	
City or town										Province	
Area code					H.H.						
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APPENDIX V

Page 2

TRAVEL BY RESIDENTS OF CANADA IN 1971

Did you take any trips to places 25 miles or more away?

Yes ☐ No ☐

TRIP PAGE
1 2 3 4 5 6 7 8 9 Round number

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.
On what dates did this trip start and end?	What was the destination of your trip? (If your trip was a one-way trip, write in the province, state or country.)	What was the destination of your trip? (If your trip was a one-way trip, write in the province, state or country.)	How many household members in these two age groups were away from home? (Enter number of nights on this trip)	What would you say was the main purpose of this trip? (Circle main purpose in top line and second line if applicable. Specify in space below.)	How did you travel? (Circle main mode of travel in top line and third mode in space below.)	What was the proportion cost for all members of the household? (Exclude any portion paid by the household.) Enter amount for each mode listed in Q. 6.	What type of transportation did this represent? (Circle type for each mode listed in Q. 6.)	How many miles travelled for each mode? (Enter miles travelled for each mode listed in Q. 6.)	Other than for tickets, how much would you say was spent on preparation for this trip?	What was the cost of this trip other than for transportation and preparation?	How many non-household members included in the travelling party?
(Code month ended)			Under 14 and over 14	Business Group meetings or conventions Shopping Visit to friends or relatives Entertainment and indoor sports Outdoor recreation Personal (specify)	Car Plane Train Bus Boat Other (specify)	\$	Rental Regular fare Special fare Charter fare Gas, oil, etc. Other (specify)		\$	\$	
10 11 12	13 14 15 16 17 18 19	20 21 22 23	1 2 3 4 5 6 7 8 9	24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9	32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100	101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200	
Started											
Ended											
10 11 12	13 14 15 16 17 18 19	20 21 22 23	1 2 3 4 5 6 7 8 9	24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9	32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100	101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200	
Started											
Ended											
10 11 12	13 14 15 16 17 18 19	20 21 22 23	1 2 3 4 5 6 7 8 9	24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9	32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100	101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200	
Started											
Ended											
10 11 12	13 14 15 16 17 18 19	20 21 22 23	1 2 3 4 5 6 7 8 9	24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9	32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65	66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100	101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200	
Started											
Ended											

1408-1.1: 79-12-70

APPENDIX V

STOPS

We would like to ask you for some additional information about the places visited on each trip. (Include stops for meals, but do not include very brief stops such as those for gasoline) Note: Use one line for each stop.

STOP PAGE

Round number

60

6	
---	--

[illegible]

ed

[illegible]

1408-1.1: 29-12-70

APPENDIX V

THIS IS FORM ☐ OF ☐

COMMENTS

Trip No.	Stop No.	Question number	Report any difficulties or problems encountered

FOR OFFICE USE ONLY

APPENDIX V

DOMINION BUREAU OF STATISTICS

CANADIAN TRAVEL SURVEY

HOUSEHOLD CARD

Address: (Number, street, apt., etc.)		City:	Zone:	Province:	Telephone:	Area <table border="1" style="display: inline-table; width: 40px; height: 15px; vertical-align: middle;"></table>	Household <table border="1" style="display: inline-table; width: 40px; height: 15px; vertical-align: middle;"></table>
Description of residence location:			Special interview arrangements:				

LIST ALL PERMANENT RESIDENTS OF THE HOUSEHOLD

Line number	Names of household members 14 years of age and over	Age	Sex	Relation to head	Remarks	Selected person
	Surname Given name					
01						
02						
03						
04						
05						
06						
07						
08						
09						
10						

Line number	Names of household members under 14 years of age	Age	Sex	Relation to head	Remarks
	Surname Given name				
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

RECORD OF LAST TRIP REPORTED

Round	Date of interview	Date trip ended	Destination	Mode of Travel	Purpose of trip	Arrangements for next interview
1						
2						
3						

1408-2.1; 16-2-71

APPENDIX V

CLASSIFICATION DATA

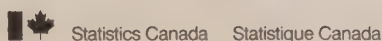
All information gathered in this survey is strictly confidential and will be published only in the form of tables. To enable us to classify trips according to various household characteristics we require some additional household data:
(FOR QUESTIONS ONE TO EIGHT, CIRCLE THE ANSWER AND ENTER THE CODE AT THE BOTTOM)

<p>1. Would you please indicate which of the occupation groups listed below best describes the occupation of the head of the household?</p> <p>01 Managerial</p> <p>02 Professional and technical</p> <p>03 Clerical</p> <p>04 Sales</p> <p>05 Service and recreation</p> <p>06 Transport and communication</p> <p>07 Farmers and farm workers</p> <p>08 Loggers and related workers</p> <p>09 Fishermen, trappers and hunters</p> <p>10 Miners, quarry men and related workers</p> <p>11 Craftsmen, production processors and related workers</p> <p>12 Labourers</p> <p>13 Occupation not stated</p> <p>14 Other</p> <p>15 Retired</p> <p>16 Housewife</p> <p>17 Student</p> <p>If unable to classify occupation, please describe as fully as possible.</p>	<p>5. Would you please indicate the level of education completed by the head of the household?</p> <p>1 Some grade school</p> <p>2 Complete grade school</p> <p>3 Some high school (one year or more)</p> <p>4 High school graduate</p> <p>5 Vocational or technical school graduate</p> <p>6 Some university</p> <p>7 University graduate</p> <p>8 Post graduate university</p> <p>9 Refused or not known</p>
<p>2. For what type of employer does the head work?</p> <p>0 Not applicable</p> <p>1 Self employed</p> <p>2 Government</p> <p>3 Other</p>	<p>6. Would you please indicate the level of total income of the head of the household and his family?</p> <p>1 Under \$3,000</p> <p>2 \$ 3,000 - \$ 5,999</p> <p>3 \$ 6,000 - \$ 8,999</p> <p>4 \$ 9,000 - \$11,999</p> <p>5 \$12,000 - \$14,999</p> <p>6 \$15,000 - \$19,999</p> <p>7 \$20,000 - \$24,999</p> <p>8 \$25,000 and over</p> <p>9 refused or not known</p>
<p>THESE QUESTIONS REFER TO THE SELECTED PERSON</p>	
<p>3. In what country was the head born?</p> <p>1 Canada 2 Other specify _____</p>	<p>7. Have you ever taken a trip to places 100 miles or more away by:</p> <p>car yes 1 no 0</p> <p>plane yes 1 no 0</p> <p>train yes 1 no 0</p> <p>bus yes 1 no 0</p> <p>boat yes 1 no 0</p> <p>other yes 1 no 0</p> <p>specify _____</p>
<p>4. How many automobiles are owned by members of the household?</p> <p>0 None</p> <p>1 One</p> <p>2 Two or more</p>	<p>8. During 1970, how many trips to places 100 miles or more away did you take by:</p> <p>car</p> <p>plane</p> <p>train</p> <p>bus</p> <p>boat</p> <p>other</p> <p>specify</p>

ENTER CODES FROM REVERSE SIDE														ENTER CODES FROM QUESTIONS ABOVE																	
Area code						Household		Line no.	Number 14 and over				Total household size	Occupation	Type	Birth place	Automobile ownership	Education	Income	7						8					
																				Trips ever taken						Trips taken in 1970					
																				Car	Plane	Train	Bus	Boat	Other	Car	Plane	Train	Bus	Boat	Other
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32

1408-2.1

APPENDIX V



Statistics Canada Statistique Canada

CANADIAN TRAVEL SURVEY

SUPPLEMENTARY QUESTIONNAIRE

AREA CODE

1	2	3	4	5	6
---	---	---	---	---	---

H.H.

7	8
---	---

Rd.

9	10
---	----

A. OWNERSHIP AND USE OF ARTICLES											
Mark a "✓" for each "yes" reply					"Ownership" refers to ANY household member "Use" refers to the SELECTED PERSON only						
Article		CC	Own	Use	Article		CC	Own	Use		
1. Outdoor Recreation					skis (water)					43	44
(a) vacation home					aqua lung					45	46
(b) travel dwellings					rod and reel					47	48
truck camper					gun					49	50
motor home					bicycle					51	52
travel trailer					golf clubs					53	54
tent trailer					tennis racket					55	56
tent											
other											
		Owned	Used		2. Nature Appreciation						
Specify					(a) camera					57	58
(c) Boats and equipment					(b) binoculars					59	60
canoe					(c) Identification guides						
sailboat					birds					61	62
power, 10 h.p. and up					other					63	64
power, under 10 h.p.							Owned	Used			
power, hp. unknown					Specify						
other boat											
		Owned	Used		3. Household Items						
Specify					piano					65	66
outboard motor					stereo					67	68
(d) Other equipment					T.V. (color)					69	70
snowmobile					swimming pool					71	72
skis (snow)					power tools					73	74

B. PERSONAL TRAVEL PREFERENCE									
CC									
Age Sex Age Sex									
Head Sel. pers.									
11 12 13 14 15 16									
1. "Which sentence best describes your attitude to pleasure travel?"									
CC 1 2 3 4 5 6									
Mark a "✓" below the appropriate number									
17									
2. "To what degree would you like the following vacations if you had the time and money?"									
CC 1 2 3 4 5 6 7 8 9									
18 a									
19 b									
20 c									
21 d									
22 e									
23 f									
24 g									
25 h									
26 i									
27 j									
28 k									
Mark a "✓" in the appropriate space for each option									

APPENDIX V

PERSONAL TRAVEL PREFERENCE

1. Pick the sentence that best describes YOUR attitude to pleasure travel.

- a) I like going places away from home and manage to do so fairly regularly.
- b) I'd like to get away from home more than I have, but I'm being held back for one reason or another.
- c) I don't mind getting away from home every now and then, but I feel perfectly happy spending a vacation at home.
- d) I really don't like to go away on vacation but I'll go along for the sake of the others in the family.
- e) I don't like to travel on vacation, and I manage not to.

2. How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- a) A vacation at a resort hotel which has what you would consider perfect recreational facilities.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- b) A trip to Europe that includes sightseeing around countries like England or France, concentrating on cathedrals, famous castles, and other places of interest.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- c) Going to some scenic area(s) in another part of Canada or the United States by car so that you'd drive at least a couple of thousand miles in the course of the trip.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- d) Staying with friends or relatives of whom you're particularly fond, but whom you rarely get to see because they live so far away.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- e) Going on a tour to the big cities and best known sights in the Far East - Japan, India, etc.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- f) A trip to Europe that includes a week in each of three big cities in Europe - for example, London, Paris, Rome.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- g) A two-week West Indies cruise by ship.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- h) Spend the whole time at a cottage or campground in the mountains, or by the water, not too far from home, completely informal and do own cooking.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- i) A trip by air to some part of Canada or the United States at least 1,000 miles from home to visit and see the sights.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- j) Spend the whole time at home doing the things you like to do.

How Much Would You ... Like 8-7-6-5-4-3-2-1 Dislike

- k) A vacation in which you participate in an outdoor activity such as skiing, hunting, fishing or playing golf and which require some travelling to get there.

APPENDIX VI

1971 CANADIAN TRAVEL SURVEY

Description of tabulations

The data to be gathered from the Canadian Travel Survey will be summarized in the form of tables. These tables, about 600 in number, including standard deviation will be produced at the 6 month stage of the survey. The same set of tables, with possible modifications based on the results of the first 6 months data, will be produced at the end of the survey.

The form of the tables will be table entries of various quantities related to travel e.g., expenditures, number of person-trips, number of nights away, etc., for all possible pairs of selected characteristics.

The characteristics to be used for classifying the quantities are as follows:

1) Type of accommodation

All those types listed on the questionnaire.

2) Type of expenditure

All types of accommodation plus all other types of expenditure listed on the questionnaire.

3) Origin of Respondent

The 36 origin zones into which Canada has been divided.

4) Place of expenditure (stop and destination)

The 39 destination zones into which Canada has been divided.

5) Main mode of transportation

The modes of travel listed on the questionnaire. In addition, car is divided into two categories – owned or rented and hitch-hiking will be extracted from "other".

6) Travelling /Age Group. A multiple characteristic composed of 5 types of household travelling groups:

- i) man and wife without children
- ii) man and wife with children under 20
- iii) one married person alone
- iv) one non-married person alone
- v) other groupings

combined with each of 5 age groups: 14–19; 20–29; 30–44; 45–59; 60 and over.

Where the age of the eldest male is used in i), ii), (the age of the person in iii) and iv), and the age of the eldest person in v).

7) Occupation of Head of Household

The occupations listed on the Household card.

8) Household size

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 10+.

9) Income group of head of household and his family

Those income groups listed on the household card.

10) Purpose of trip (main and secondary)

Those listed on the questionnaire.

APPENDIX VI

11) Number of nights on trip, at destination, at stop

0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16-27, 28-41, 42-59, 60 or over.

12) Distance of Trip (to furthest point from origin)

100 - 299 miles	1,000 - 2,999 miles
300 - 499 miles	over 3,000 miles
500 - 999 miles	

13) Education of Head of Household

Those categories listed on the household card.

14) Automobile ownership

Those categories listed on the household card.

The data to be gathered from the Canadian Travel Survey will be coded and stored in such a manner that tabulations other than those following can be obtained if and when they are desired.

Proposed Tabulations

The following tables will be produced for each of the 4 quarters:

Characteristics	Quantity in table	Number of Tables
1. Mode of transportation	Total dollar expenditure	1
	Number of trips	1
	Number of person trips	1
	Number of person nights	1
2. Main purpose	Total dollar expenditure	1
	Number of trips	1
	Number of person trips	1
	Number of person nights	1
3. Number of nights on trip	Total dollar expenditure	1
	Number of trips	1
	Number of person trips	1
4. Distance of trip	Total dollar expenditure	1
	Number of trips	1
	Number of person trips	1
	Number of person nights	1
5. Type of accommodation	Total dollar expenditure	1
	Number of person nights	1
6. Stops	Total dollar expenditure	1
	Number of person nights	1
7. Type of expenditure	Total dollar expenditure	1
8. Income group of head of household of family	Total dollar expenditure	1
	Number of trips	1
9. Education of head of household	Total dollar expenditure	1
	Number of trips	1

APPENDIX VI

10. Origin (Residence)	Total dollar expenditure	1
	Number of trips	1
	Number of person trips	1
	Number of person nights	1
11. Travelling /Age group	Total dollar expenditure	1
	Number of trips	1
	Number of person trips	1
	Number of person nights	1
12. Occupation of head of	Total dollar expenditure	1
	Number of trips	

A. Expenditure in Dollars

The quantities in the following tables will be total expenditure including Transportation and Preparation.

Characteristics	Number of Tables
1. Type of expenditure by origin of respondent	1
2. Type of expenditure by place of expenditure	1

The following tables will be repeated for each area of origin, province and Canada.

3. Type of expenditure by main mode of transportation	46
4. Type of expenditure by travelling /age group	46
5. Type of expenditure by occupation of head	46
6. Type of expenditure by income group of head of family	46
6a. Type of expenditure by number of nights on trip	46
7. Main purpose by secondary purpose	1

The quantities in the following tables will be Total Expenditures at Stop. They include destination as a stop and exclude Transportation and Preparation expenditures.

8. Place of expenditure by origin of respondent	1
9. Place of expenditure by destination of respondent	1
10. Origin of respondent by destination of respondent	1

For trips in the United States

11. U.S. State of destination by origin of respondent	1
---	---

For trips outside Canada and the U.S.

12. Country of destination by origin of respondent	1
--	---

The quantities in the following tables will be Transportation expenses.

13. Mode of transportation by origin of respondent	1
14. Mode of transportation by main purpose	1

B. Trips

The quantities in this set of tables will be total number of trips regardless of the number of persons travelling from the household.

C. Person-Trips

The quantities in this set of tables will be total number of person trips. Each person, including children, travelling from the household counts as one.

APPENDIX VI

Geographical Detail

Characteristics

15. Origin by destination	2
16. Origin by main purpose	2
17. Origin by main mode	2
18. Origin by distance of trip	2
19. Origin by number of nights on trip	2
20. Origin by income group of head and his family	2
21. Origin by travelling/age group	2
22. Destination by main purpose	2
23. Destination by main mode	2
24. Destination by distance of trip	2
25a. Destination by number of nights on trip	2
25b. Destination by number of nights at destination	2
26. Destination by income group of head and his family	2
27. Destination by travelling/age group	2
28. Stop by origin	2
29. Stop by destination	2
30. Stop by main purpose	2
31. Stop by main mode	2
32. Stop by number of nights at stop	2
33. Stop by income group of head and his family	2
34. Stop by travelling/age group	2

Personal Characteristics

35. Purpose by main mode	2
--------------------------	---

The following tables will be repeated for each province, territory and Canada.

36. Purpose by occupation of head	26
36a. Purpose by number of nights on trip	26
37. Purpose by income group of head and his family	26
38. Income group of head and his family by main mode	26
39. Income group of head and his family by household size	26

The following tables will be repeated for each province, territory and Canada.

40. Income group of head and his family by number of nights away from home	26
41. Income group of head and his family by distance of trip	26

D. Person-Nights

The quantities in this set of tables will be total number of nights spent by persons including children.

42. Stop (including destination) by origin	1
43. Stop (including destination) by type of accommodation	1

The following tables will be repeated for each area of stop province and territory and Canada.

44. Income group of head and his family by type of accommodation	49
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The following tables will be repeated for each province, territory and Canada.

45. Income level of head and his family by length of trip in nights	13
46. Income level of head and his family by distance of trip in miles	13

Total 577

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